

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1982

| HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS† | EVENING 7:00-11:00 PM | | | | | | | | | | | | |
|--|-----------------------|-----------------------------------|---------------------|-----------|--------------------------|------------------|--------------------|--------------------|------------------|----------------------|-------------------|------------|----------|
| | General Drama | Suspense & Mystery Drama(1) | Situation Comedy | Adventure | Participation Variety | Feature Films | All 25- 30 Min. | All 55- 60 Min. | 7:00- 9:00 PM | 9:00- 11:00 PM(2) | All 7:00-11:00 PM | | |
| | | | | | | | | | | | Regular | Special(3) | Total(3) |
| | | | | | | | | | | | | | |
| 11.0 12 | 13.2 9 | 13.6 30 | IFR | IFR | 12.2 7 | 13.2 29 | 12.7 31 | 11.7 29 | 12.9 40 | 12.5 69 | 11.1 17 | 12.2 86 | |

| HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS† | EVENING 6:00-7:00PM | | MONDAY-FRIDAY 11:30-1:00AM | | WEEKDAY DAYTIME 10:00AM-4:30PM | | | | | WEEKEND DAYTIME | | | |
|--|------------------------|--------------|-------------------------------|------------------|--------------------------------|---------------------|--------------------|-----------------|--------------------|-----------------|----------|------------|-----------|
| | Informational(1) | | | | | | | | | Sports | | | |
| | Once-a-Week | Multi-weekly | 11:30PM- 1:00AM(4) | Daytime Drama | Quiz & Aud. Partic.(1) | Situation Comedy | 10:00AM- 1:00PM | 1:00- 4:30PM | 10:00AM- 4:30PM | Children's(1) | Regular | Special(3) | Total(3) |
| | 7.1 5 | 9.9 3 | 4.9 11 | 6.6 14 | 6.1 5 | 6.2 4 | 5.5 12 | 7.0 12 | 6.4 24 | 4.1 31 | 6.3 5 | 4.6 9 | 5.5 14 |

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 8, 1982

NIELSEN AVERAGE AUDIENCE

| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
|------|--------------------------|-----------|-----------|------|--------------------|-----------|-----------|
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | MISS UNIVERSE PAGEANT(S) | 24.7 | 20,130 | 9 | HART TO HART | 17.7 | 14,430 |
| 2 | M*A*S*H# | 21.3 | 17,360 | 10 | WKRP IN CINCINNATI | 17.4 | 14,180 |
| 3 | TOO CLOSE FOR COMFORT | 20.0 | 16,300 | 11 | ALICE | 16.8 | 13,690 |
| 4 | THREE'S COMPANY | 19.4 | 15,810 | 12 | LOU GRANT# | 16.5 | 13,450 |
| 5 | HOUSE CALLS# | 19.3 | 15,730 | 13 | LAVERNE & SHIRLEY | 16.4 | 13,370 |
| 6 | JEFFERSONS | 18.9 | 15,400 | 14 | FANTASY ISLAND | 16.1 | 13,120 |
| 7 | TRAPPER JOHN, M.D. | 18.8 | 15,320 | 15 | GIMME A BREAK | 15.9 | 12,960 |
| 8 | 60 MINUTES | 18.7 | 15,240 | 15 | HILL STREET BLUES | 15.9 | 12,960 |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

| PROGRAM NAME | | | | | | | | | | PROGRAM NAME | | | | | | | | | |
|----------------------------------|--|--|--|--|--|--|--|--|--|----------------------------------|--|--|--|--|--|--|--|--|--|
| T/C THIS SEASON | | | | | | | | | | T/C THIS SEASON | | | | | | | | | |
| NO. OF STATIONS | | | | | | | | | | NO. OF STATIONS | | | | | | | | | |
| PROGRAM COVERAGE | | | | | | | | | | PROGRAM COVERAGE | | | | | | | | | |
| HOUSEHOLD AUDIENCES | | | | | | | | | | HOUSEHOLD AUDIENCES | | | | | | | | | |
| K Y | | | | | | | | | | K Y | | | | | | | | | |
| AVG. AUD. SHARE % (0,000) | | | | | | | | | | AVG. AUD. SHARE % (0,000) | | | | | | | | | |
| WK # DAY START TIME DUR NET TYPE | | | | | | | | | | WK # DAY START TIME DUR NET TYPE | | | | | | | | | |
| WK 1 WK 2 WK 1 WK 2 | | | | | | | | | | WK 1 WK 2 WK 1 WK 2 | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | |
| FAERIES(S) | | | | | | | | | | LITTLE HOUSE-PRAIRIE | | | | | | | | | |
| 1 SAT. 8.30P 30 CBS EA | | | | | | | | | | 2 MON. 8.00P 60 NBC GD | | | | | | | | | |
| FALCON CREST | | | | | | | | | | LOU GRANT | | | | | | | | | |
| 2 FRI. 10.00P 60 CBS GD | | | | | | | | | | 2 MON. 10.00P 60 CBS GD | | | | | | | | | |
| FALL GUY | | | | | | | | | | LOVE BOAT | | | | | | | | | |
| 1 WED. 9.41P 60 ABC A | | | | | | | | | | SAT. 9.00P 60 ABC CS | | | | | | | | | |
| 2 WED. 9.00P 60 | | | | | | | | | | LOVE, SIDNEY | | | | | | | | | |
| FAME | | | | | | | | | | 1 WED. 10.00P 30 NBC CS | | | | | | | | | |
| 2 THU. 8.00P 60 NBC GD | | | | | | | | | | 2 WED. 9.30P 30 | | | | | | | | | |
| FANTASY ISLAND | | | | | | | | | | MAGNUM, P.I. | | | | | | | | | |
| SAT. 10.00P 60 ABC A | | | | | | | | | | THU. 8.00P 60 CBS PD | | | | | | | | | |
| FATHER MURPHY | | | | | | | | | | MAKING A LIVING | | | | | | | | | |
| 1 TUE. 8.00P 60 NBC GD | | | | | | | | | | FRI. 8.30P 30 ABC CS | | | | | | | | | |
| FLINTSTONES-LEAGUE(S) | | | | | | | | | | M*A*S*H | | | | | | | | | |
| 1 SUN. 7.00P 30 NBC EA | | | | | | | | | | 2 MON. 9.00P 30 CBS CS | | | | | | | | | |
| FLINTSTONES SPECIAL(S) | | | | | | | | | | MCCLAIN'S LAW | | | | | | | | | |
| 2 SUN. 7.00P 60 NBC EA | | | | | | | | | | 1 TUE. 10.00P 60 NBC OP | | | | | | | | | |
| GAME AND ITS GLORY(S) | | | | | | | | | | MISS UNIVERSE PAGEANT(S) | | | | | | | | | |
| 2 SAT. 10.00P 60 NBC SC | | | | | | | | | | 1 MON. 9.00P 126 CBS AC | | | | | | | | | |
| | | | | | | | | | | MORK & MINDY | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|-------------------------|--|--|--|--|--|--|--|--|--|-----------------------------|--|--|--|--|--|--|--|--|--|
| GIMME A BREAK | | | | | | | | | | THU. 8.00P 30 ABC CS | | | | | | | | | |
| THU. 9.30P 30 NBC CS | | | | | | | | | | NASHVILLE PALACE | | | | | | | | | |
| GREATEST AMERICAN HERO | | | | | | | | | | SAT. 9.00P 60 NBC GV | | | | | | | | | |
| 1 WED. 8.41P 60 ABC CS | | | | | | | | | | NBC MAGAZINE | | | | | | | | | |
| 2 WED. 8.00P 60 | | | | | | | | | | 1 SAT. 10.00P 60 NBC DN | | | | | | | | | |
| HAPPY DAYS | | | | | | | | | | NBC MAJOR LGE. PRE-TUE.(S) | | | | | | | | | |
| TUE. 8.00P 30 ABC CS | | | | | | | | | | 2 TUE. 8.00P 18 NBC SC | | | | | | | | | |
| HARPER VALLEY | | | | | | | | | | NBC MAJOR LGE. BSBL-TUE.(S) | | | | | | | | | |
| SAT. 8.30P 30 NBC CS | | | | | | | | | | 2 TUE. 8.18P 163 NBC SE | | | | | | | | | |
| HART TO HART | | | | | | | | | | NBC MONDAY NIGHT MOVIES | | | | | | | | | |
| TUE. 10.00P 60 ABC PD | | | | | | | | | | 1 MON. 8.00P 120 NBC FF | | | | | | | | | |
| HERE'S BOOMER | | | | | | | | | | 2 MON. 9.00P 120 | | | | | | | | | |
| SAT. 8.00P 30 NBC GD | | | | | | | | | | NBC NEWS CAPSULE-M-F | | | | | | | | | |
| HILL STREET BLUES | | | | | | | | | | 1 MON. 9.11P 1 NBC N | | | | | | | | | |
| THU. 10.00P 60 NBC OP | | | | | | | | | | 1 TUE. 8.58P 1 | | | | | | | | | |
| HOUSE CALLS | | | | | | | | | | 1 WED. 9.28P 1 | | | | | | | | | |
| 2 MON. 9.30P 30 CBS CS | | | | | | | | | | 1 FRI. 9.02P 1 | | | | | | | | | |
| JEFFERSONS | | | | | | | | | | 2 THU. 8.58P 1 | | | | | | | | | |
| SUN. 9.30P 30 CBS CS | | | | | | | | | | 2 TUE. 8.16P 1 | | | | | | | | | |
| KNOTS LANDING | | | | | | | | | | 2 FRI. 9.01P 1 | | | | | | | | | |
| 2 THU. 10.00P 60 CBS GD | | | | | | | | | | NBC NEWS CAPSULE-2-M-F | | | | | | | | | |
| LAVERNE & SHIRLEY | | | | | | | | | | 1 M & F 9.58P 1 NBC N | | | | | | | | | |
| TUE. 8.30P 30 ABC CS | | | | | | | | | | 1 WED. 10.28P 1 | | | | | | | | | |
| LEWIS AND CLARK | | | | | | | | | | 2 MON. 9.50P 1 | | | | | | | | | |
| 1 FRI. 8.00P 30 NBC CS | | | | | | | | | | 2 W & F 9.58P 1 | | | | | | | | | |

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

8 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

| PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | |
|-------------------------|-----|------------|-----|-----|-----------------|-----------------|------|------------------|------|---------------------|-------------|---------|-------------------|------------------------|-----|------------|-----|-----|-----------------|-----------------|------|------------------|------|---------------------|-------------|---------|-------------------|--|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K I Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K I Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS CAPSULE-SAT | | | | | 5 | 160 | 150 | 85 | 82 | A | 7.7 | 17 | 628 | 60 MINUTES | | | | | 42 | 204 | 206 | 99 | 99 | A | 18.7 | 41 | 1624 | |
| SAT. 8.58P 1 NBC N | | | | | | | | | | B | 7.7 | 17 | 628 | SUN. 7.00P 60 CBS DN | | | | | | | | | | B | 24.2 | 42 | 1972 | |
| NBC NEWS CAPSULE-SUN | | | | | 5 | 174 | 177 | 89 | 92 | A | 10.4 | 20 | 848 | THREE'S COMPANY | | | | | 39 | 206 | 204 | 99 | 99 | A | 19.4 | 35 | 1581 | |
| SUN. 8.58P 1 NBC N | | | | | | | | | | B | 11.5 | 22 | 937 | TUE. 9.00P 30 ABC CS | | | | | | | | | | B | 22.2 | 35 | 1809 | |
| NBC NEWS CAPSULE-2-SUN. | | | | | 2 | | 181 | | 93 | A | 12.0 | 21 | 978 | TODAY'S FBI | | | | | 9 | 195 | 189 | 96 | 93 | A | 9.7 | 22 | 791 | |
| 2 SUN. 9.41P 1 NBC N | | | | | | | | | | B | 11.2 | 20 | 913 | SAT. 8.00P 60 ABC OP | | | | | | | | | | B | 9.7 | 22 | 791 | |
| NBC NIGHTLY NEWS-SAT. | | | | | 37 | 168 | 166 | 87 | 88 | A | 7.4 | 19 | 603 | TOO CLOSE FOR COMFORT | | | | | 36 | 207 | 204 | 99 | 99 | A | 20.0 | 35 | 1630 | |
| SAT. 6.30P 30 NBC N | | | | | | | | | | B | 8.5 | 17 | 693 | TUE. 9.30P 30 ABC CS | | | | | | | | | | B | 21.7 | 34 | 1769 | |
| NBC NIGHTLY NEWS-SUN. | | | | | 33 | 167 | 163 | 86 | 85 | A | 6.6 | 16 | 538 | TRAPPER JOHN, M.D. | | | | | 34 | 198 | 198 | 99 | 99 | A | 18.8 | 34 | 1532 | |
| SUN. 6.30P 30 NBC N | | | | | | | | | | B | 7.7 | 16 | 628 | SUN. 10.00P 60 CBS GD | | | | | | | | | | B | 19.8 | 34 | 1614 | |
| NBC NIGHTLY NEWS | | | | | 207 | 203 | 201 | 98 | 98 | A | 9.1 | 20 | 742 | 20/20 | | | | | 36 | 202 | 201 | 99 | 99 | A | 12.0 | 23 | 978 | |
| M-F 6.30P 30 NBC N | | | | | | | | | | B | 11.7 | 22 | 954 | THU. 10.00P 60 ABC DN | | | | | | | | | | B | 15.2 | 26 | 1239 | |
| NBC SUNDAY NIGHT MOVIE | | | | | 32 | 200 | 199 | 98 | 99 | A | 11.9 | 21 | 970 | TWO OF US | | | | | 6 | | 191 | | 98 | A | 8.9 | 18 | 725 | |
| SUN. 9.00P 120 NBC FF | | | | | | | | | | B | 15.4 | 25 | 1255 | 2 TUE. 8.30P 30 CBS CS | | | | | | | | | | B | 8.4 | 16 | 685 | |
| NEWSBREAK-M-F | | | | | 203 | 183 | 180 | 93 | 93 | A | 10.6 | 21 | 864 | WALT DISNEY | | | | | 38 | 194 | 195 | 99 | 98 | A | 9.5 | 21 | 774 | |
| MON. 8.28P 1 CBS N | | | | | | | | | | B | 14.3 | 23 | 1165 | 1 SAT. 8.00P 30 CBS FV | | | | | | | | | | B | 14.1 | 26 | 1149 | |
| 1 TUE. 8.56P 2 | | | | | | | | | | | | | | 2 SAT. 8.00P 120 | | | | | | | | | | | | | | |
| 1 WED. 9.39P 1 | | | | | | | | | | | | | | WKRP IN CINCINNATI | | | | | 8 | 194 | 192 | 97 | 98 | A | 17.4 | 32 | 1418 | |
| 1 TH & F 8.58P 1 | | | | | | | | | | | | | | MON. 8.30P 30 CBS CS | | | | | | | | | | B | 16.3 | 31 | 1328 | |
| 2 TU-F 8.58P 1 | | | | | | | | | | | | | | LATE FRINGE | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|----|--------|--|-----|-----|-----|----|----|---|------|----|------|-------------------------|----|--------|--|--|-----|-----|-----|----|----|---|-----|----|-----|
| NEWSBREAK-SAT. | | | | 41 | 185 | 187 | 96 | 96 | A | 9.4 | 21 | 766 | ABC MOVIE OF THE WEEK | | | | | 25 | 152 | | 86 | | A | 2.5 | 10 | 204 |
| 1 SAT. 8.28P | 1 | CBS N | | | | | | | B | 12.3 | 22 | 1002 | 1 MON. 12.04A | 71 | ABC FF | | | | | | | | B | 3.0 | 14 | 245 |
| 2 SAT. 8.57P | 2 | | | | | | | | | | | | ABC MOVIE OF THE WEEK-2 | | | | | 20 | 151 | | 86 | | A | 1.4 | 9 | 114 |
| NEWSBREAK-SUN. | | | | 42 | 182 | 183 | 95 | 96 | A | 12.9 | 25 | 1051 | 1 MON. 1.15A | 12 | ABC FF | | | | | | | | B | 2.3 | 16 | 187 |
| SUN. 8.58P | 1 | CBS N | | | | | | | B | 18.4 | 29 | 1500 | ABC NEWS:NIGHTLINE-MON | | | | | 8 | 191 | 188 | 97 | 97 | A | 3.4 | 14 | 277 |
| ONE DAY AT A TIME | | | | 34 | 197 | 197 | 99 | 99 | A | 14.2 | 28 | 1157 | 1 MON. 11.30P | 34 | ABC N | | | | | | | | B | 4.7 | 16 | 383 |
| SUN. 8.30P | 30 | CBS CS | | | | | | | B | 19.0 | 31 | 1549 | 2 MON. 2.05A | 30 | | | | | | | | | | | | |
| ONE OF THE BOYS | | | | 1 | | 172 | | 91 | A | 5.5 | 13 | 448 | ABC NEWS:NIGHTLINE-T-F | | | | | 175 | 189 | 189 | 96 | 97 | A | 6.0 | 17 | 489 |
| 2 FRI. 8.00P | 30 | NBC CS | | | | | | | B | 5.5 | 13 | 448 | 1 TUE. 11.30P | 30 | ABC N | | | | | | | | B | 7.2 | 20 | 587 |
| POLICE SQUAD | | | | 5 | 202 | 200 | 99 | 98 | A | 10.5 | 19 | 856 | 2 TUE. 11.30P | 37 | | | | | | | | | | | | |
| THU. 9.30P | 30 | ABC CS | | | | | | | B | 10.7 | 20 | 872 | 2 W-F 11.30P | 30 | | | | | | | | | | | | |
| PRIVATE BENJAMIN | | | | 9 | 191 | 192 | 97 | 98 | A | 13.8 | 28 | 1125 | ABC NEWS:NIGHTLINE(B) | | | | | | | | | | | | | |
| MON. 8.00P | 30 | CBS CS | | | | | | | B | 13.9 | 28 | 1133 | 1 WED. 12.11A | 30 | ABC N | | | | | | | | A | 4.3 | 16 | 350 |
| QUINCY, M.E. | | | | 35 | 193 | 197 | 97 | 98 | A | 13.5 | 26 | 1100 | ABC WEEKEND REPORT-SAT. | | | | | 41 | 168 | 169 | 89 | 89 | A | 6.2 | 14 | 505 |
| 1 WED. 10.30P | 60 | NBC OP | | | | | | | B | 16.0 | 28 | 1304 | SAT. 11.00P | 15 | ABC N | | | | | | | | B | 6.3 | 14 | 513 |
| 2 WED. 10.00P | 60 | | | | | | | | | | | | ABC WEEKEND REPORT-SUN. | | | | | 42 | 169 | 173 | 91 | 91 | A | 3.8 | 11 | 310 |
| REAL PEOPLE | | | | 40 | 194 | 204 | 97 | 99 | A | 12.7 | 25 | 1035 | 1 SUN. 11.26P | 15 | ABC N | | | | | | | | B | 4.7 | 11 | 383 |
| 1 WED. 8.39P | 51 | NBC PV | | | | | | | B | 17.8 | 29 | 1451 | 2 SUN. 11.57P | 15 | | | | | | | | | | | | |
| 2 WED. 8.00P | 60 | | | | | | | | | | | | CBS SUNDAY NEWS-OSGOOD | | | | | 43 | 126 | 126 | 70 | 70 | A | 6.1 | 13 | 497 |
| REVENGE OF THE GRAY GANG(S) | | | | 202 | | 99 | | | A | 10.7 | 18 | 872 | SUN. 11.00P | 15 | CBS N | | | | | | | | B | 6.6 | 14 | 538 |
| 1 MON. 10.00P | 60 | NBC GD | | | | | | | | | | | DAVID LETTERMAN I | | | | | 99 | 180 | 181 | 93 | 94 | A | 3.0 | 14 | 245 |
| SCAMPS(S) | | | | 202 | | 96 | | | A | 5.7 | 12 | 465 | 1 MTU. 12.30A | 30 | NBC GV | | | | | | | | B | 2.9 | 15 | 236 |
| 1 SUN. 7.30P | 30 | NBC CS | | | | | | | | | | | 1 WED. 1.00A | 30 | | | | | | | | | | | | |
| SIMON & SIMON | | | | 4 | | 193 | | 97 | A | 13.0 | 24 | 1060 | 2 M-TH 12.30A | 30 | | | | | | | | | | | | |
| 2 THU. 9.00P | 60 | CBS PD | | | | | | | B | 13.1 | 24 | 1068 | DAVID LETTERMAN II | | | | | 99 | 180 | 182 | 93 | 94 | A | 2.2 | 13 | 179 |
| | | | | | | | | | | | | | CONT'D | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|-----|---------------|-----|-----|------|------|------|------|------|-----------------------|--------------------|------------|-------------------------|---------|-------------------------|---------------|----------------------------|---------------------------|---------------------------|------|------|------|------|-------------|-------------------|------------|-------------------------|---------|-----------------------|--------------------|-----|---------------------|------|---------------------|------|------|------|-------------|-------------------|------------|-------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | SATURDAY NIGHT | | | | | | | | | | 35 | | 199 | | 98 | A | 7.5 | 24 | 611 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN I-CONT'D | | | | | | | | | | | | | | | 2 SAT. 11.30P 72 NBC GV | | | | | | | | | | | | | | | B | 7.7 | 23 | 628 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MTUTh 1.00A 30 NBC GV | | | | | | | | | | | | | | B | 2.1 | 14 | 171 | SCTV NETWORK | | | | | | | | | | 35 | | 178 | 178 | 97 | 97 | A | 3.5 | 17 | 285 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 1.30A 30 | | | | | | | | | | | | | | | | | FRI. 12.30A 90 NBC GV | | | | | | | | | | | | | | | B | 3.3 | 16 | 269 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH 1.00A 30 | | | | | | | | | | | | | | | | | TONIGHT SHOW | | | | | | | | | | 209 | | 205 | 205 | 99 | 99 | A | 6.4 | 20 | 522 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND-12.00 | | | | | | | | | | 41 | 155 | 156 | 88 | 88 | A | 3.6 | 15 | 293 | 1 MTUThF 11.30P 60 NBC GV | | | | | | | | | | | | | | | B | 6.8 | 22 | 554 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 12.00M 69 ABC A | | | | | | | | | | | | | | B | 3.1 | 15 | 269 | 1 WED. 12.00M 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.07A 68 | | | | | | | | | | | | | | | | | 2 M-F 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRIDAYS | | | | | | | | | | 39 | 167 | | 94 | | A | 3.9 | 14 | 318 | TWILIGHT THEATRE(S) | | | | | | | | | | | | 200 | | 98 | A | 6.6 | 20 | 538 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.00M 71 ABC GV | | | | | | | | | | | | | | B | 4.5 | 16 | 367 | 1 SAT. 11.30P 80 NBC CV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRIDAYS-PART 2 | | | | | | | | | | 35 | 167 | | 94 | | A | 3.1 | 14 | 253 | VEGAS-12.00 | | | | | | | | | | 40 | | 150 | 150 | 86 | 86 | A | 3.3 | 14 | 269 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 1.11A 9 ABC GV | | | | | | | | | | | | | | B | 3.5 | 17 | 285 | THU. 12.00M 69 ABC PD | | | | | | | | | | | | | | | B | 3.0 | 14 | 245 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | | | | | | | | | | 206 | 165 | 165 | 88 | 87 | A | 6.1 | 20 | 497 | WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 11.38P 77 CBS FF | | | | | | | | | | | | | | B | 6.2 | 21 | 505 | ABC DAYTIME NEWSBRIEF-M-F | | | | | | | | | | 209 | | 176 | 176 | 93 | 93 | A | 8.8 | 29 | 717 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 11.30P 73 | | | | | | | | | | | | | | | | | M-F 1.57P 2 ABC N | | | | | | | | | | | | | | | B | 8.6 | 30 | 701 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.06A 77 | | | | | | | | | | | | | | | | | ABC NEWS THIS MORNING-645 | | | | | | | | | | 25 | | 134 | 134 | 85 | 85 | A | 1.7 | 20 | 139 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 71 | | | | | | | | | | | | | | | | | M-F 6.45A 15 ABC N | | | | | | | | | | | | | | | B | 1.6 | 18 | 130 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 75 | | | | | | | | | | | | | | | | | AFTERNOON PLAYHOUSE-TUE(S) | | | | | | | | | | | | | | | A | 4.3 | 14 | 350 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TH 11.30P 71 | | | | | | | | | | | | | | | | | 2 TUE. 4.30P 60 CBS CL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 11.30P 70 | | | | | | | | | | | | | | | | | ALICE-M-F | | | | | | | | | | 205 | | 153 | 154 | 89 | 89 | A | 6.6 | 29 | 538 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 81 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|--------|----|-----|-----|-----|-----|----|----|---|-----|----|-----|----------------------|--------|----|-----|-----|-----|-----|----|----|--|---|-----|------|-----|-----|
| LATE MOVIE II | | | | 206 | 165 | 165 | 88 | 87 | A | 4.2 | 22 | 342 | M-F | 10.30A | 30 | CBS | CS | | | | | | | B | 5.6 | 26 | 456 |
| 1 MON. | 12.55A | 42 | CBS | FF | | | | | B | 4.4 | 25 | 359 | ALL MY CHILDREN | | | | 209 | 201 | 202 | 98 | 99 | | | A | 10.0 | 32 | 815 |
| 1 TUE. | 12.43A | 45 | | | | | | | | | | | M-F | 1.00P | 60 | ABC | DD | | | | | | B | 9.3 | 32 | 758 | |
| 1 WED. | 1.23A | 42 | | | | | | | | | | | ANOTHER WORLD | | | | 202 | 201 | 201 | 99 | 99 | | A | 4.9 | 17 | 399 | |
| 1 THU. | 12.41A | 49 | | | | | | | | | | | M-F | 2.00P | 60 | NBC | DD | | | | | | B | 4.5 | 16 | 367 | |
| 1 FRI. | 12.45A | 43 | | | | | | | | | | | AS THE WORLD TURNS | | | | 207 | 201 | 201 | 99 | 99 | | A | 7.4 | 25 | 603 | |
| 2 MON. | 12.41A | 46 | | | | | | | | | | | M-F | 1.30P | 60 | CBS | DD | | | | | | B | 7.1 | 25 | 579 | |
| 2 TUE. | 12.40A | 39 | | | | | | | | | | | CAPITOL | | | | 85 | 192 | 192 | 96 | 96 | | A | 5.7 | 21 | 465 | |
| 2 WED. | 12.50A | 37 | | | | | | | | | | | M-F | 2.30P | 30 | CBS | DD | | | | | | B | 5.2 | 20 | 424 | |
| 2 THU. | 12.41A | 47 | | | | | | | | | | | CAPTAIN KANGAROO | | | | 135 | 80 | 78 | 63 | 63 | | A | << | | | |
| 2 FRI. | 12.51A | 41 | | | | | | | | | | | M-F | 6.30A | 30 | CBS | C | | | | | | B | .5 | 5 | 41 | |
| LOVE BOAT-12.00 | | | | 40 | 159 | 159 | 88 | 88 | A | 3.1 | 14 | 253 | CHIPS M-F | | | | 69 | 158 | 159 | 86 | 87 | | A | 4.5 | 16 | 367 | |
| 1 WED. | 12.41A | 69 | ABC | CS | | | | | B | 3.8 | 18 | 310 | M-F | 3.00P | 60 | NBC | OP | | | | | | B | 3.9 | 14 | 318 | |
| 2 WED. | 12.00M | 68 | | | | | | | | | | | DAYS OF OUR LIVES | | | | 204 | 204 | 204 | 99 | 99 | | A | 6.5 | 21 | 530 | |
| NBC LATE NIGHT MOVIE | | | | 41 | 58 | 59 | 39 | 40 | A | 2.1 | 6 | 171 | M-F | 1.00P | 60 | NBC | DD | | | | | | B | 5.6 | 19 | 456 | |
| 1 SUN. | 11.30P | 43 | NBC | FF | | | | | B | 1.7 | 7 | 139 | DIFFRENT STROKES M-F | | | | 75 | 122 | 124 | 79 | 80 | | A | 4.6 | 22 | 375 | |
| 2 SUN. | 11.30P | 42 | | | | | | | | | | | M-F | 10.00A | 30 | NBC | CS | | | | | | B | 3.3 | 17 | 269 | |
| NBC NEWS OVERNIGHT-M-F | | | | 25 | 141 | 141 | 87 | 87 | A | 1.4 | 11 | 114 | DOCTORS | | | | 85 | 137 | 136 | 71 | 69 | | A | 2.3 | 9 | 187 | |
| 1 MTUTh | 1.30A | 30 | NBC | N | | | | | B | 1.4 | 11 | 114 | M-F | 12.00N | 30 | NBC | DD | | | | | | B | 2.1 | 8 | 171 | |
| 1 WED. | 2.00A | 45 | | | | | | | | | | | EARLY TODAY M-F | | | | 24 | 168 | 168 | 91 | 90 | | A | 1.1 | 14 | 90 | |
| FRI. | 2.00A | 30 | | | | | | | | | | | M-F | 6.30A | 25 | NBC | N | | | | | | B | 1.1 | 14 | 90 | |
| 2 MON. | 1.30A | 43 | | | | | | | | | | | EDGE OF NIGHT | | | | 201 | 156 | 158 | 80 | 80 | | A | 4.3 | 15 | 350 | |
| 2 TUE. | 1.30A | 44 | | | | | | | | | | | M-F | 4.00P | 30 | ABC | DD | | | | | | B | 4.8 | 15 | 391 | |
| 2 WED. | 1.30A | 31 | | | | | | | | | | | FAMILY FEUD | | | | 209 | 173 | 174 | 91 | 91 | | A | 6.9 | 26 | 562 | |
| 2 THU. | 1.30A | 45 | | | | | | | | | | | M-F | 12.00N | 30 | ABC | QP | | | | | | B | 6.7 | 26 | 546 | |
| PGA CHAMPIONSHIP-FRI(S) | | | | | 189 | | 94 | | A | 2.8 | 10 | 228 | | | | | | | | | | | | | | | |
| 2 FRI. | 12.00M | 30 | ABC | SE | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

| PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | |
|--------------------------|-----|---------------|-----|----------|-----------------------|--------------------|------|---------------------|------|---------------------|-------------------|------------|-------------------------|------------------------------|-----|---------------|-----|----------|-----------------------|--------------------|------|---------------------|------|---------------------|-------------------|------------|-------------------------|--|
| WK # | DAY | START TIME | DUR | NET TYPE | | WK 1 | WK 2 | WK 1 | WK 2 | K Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET TYPE | | WK 1 | WK 2 | WK 1 | WK 2 | K Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FLINTSTONE'S COMEDY SHW2 | | | | | 43 | 178 | 176 | 94 | 94 | A | 2.5 | 26 | 204 | NAT'L LONG DRIVING CHAMP(S) | | | | | | 176 | | 89 | A | 4.2 | 14 | 142 | | |
| SAT. 8.00A 30 NBC CA | | | | | | | | | | B | 2.8 | 22 | 228 | 2 SUN. 3.00P 30 ABC SE | | | | | | | | | | | | | | |
| FONZ AND HAPPY DAYS GANG | | | | | 25 | 195 | 194 | 98 | 98 | A | 5.1 | 24 | 416 | NATIONAL SPORTS FESTIVAL(S) | | | | | | 194 | | 97 | A | 5.0 | 18 | 400 | | |
| SAT. 11.00A 30 ABC CA | | | | | | | | | | B | 5.8 | 24 | 473 | 1 SUN. 4.00P 120 ABC SE | | | | | | | | | | | | | | |
| GOLDIE GOLD/ACTION JACK | | | | | 25 | 195 | 194 | 99 | 99 | A | 3.2 | 18 | 261 | NBC MAJOR LEAGUE PRE GAME 15 | | | | | 203 | 193 | 98 | 92 | A | 4.6 | 17 | 375 | | |
| SAT. 9.00A 30 ABC CA | | | | | | | | | | B | 3.9 | 18 | 318 | 1 SAT. 2.00P 17 NBC SC | | | | | | | | | B | 4.7 | 18 | 383 | | |
| HEATHCLIFF & MARMADUKE | | | | | 25 | 190 | 187 | 97 | 94 | A | 5.4 | 24 | 440 | 2 SAT. 2.00P 15 | | | | | | | | | | | | | | |
| SAT. 11.30A 30 ABC CA | | | | | | | | | | B | 5.8 | 23 | 473 | NBC MAJOR LEAGUE BASEBALL 16 | | | | | 208 | 193 | 98 | 92 | A | 6.0 | 20 | 489 | | |
| IN THE NEWS- 8.26AM | | | | | 44 | 192 | 190 | 97 | 97 | A | 2.5 | 21 | 204 | 1 SAT. 2.17P 163 NBC SE | | | | | | | | | B | 6.6 | 22 | 538 | | |
| SAT. 8.26A 3 CBS CN | | | | | | | | | | B | 2.8 | 19 | 228 | 2 SAT. 2.15P 178 | | | | | | | | | | | | | | |
| IN THE NEWS- 8.56AM | | | | | 44 | 201 | 198 | 99 | 99 | A | 2.5 | 17 | 204 | PGA CHAMPIONSHIP-SAT(S) | | | | | | 205 | | 99 | A | 6.3 | 19 | 513 | | |
| SAT. 8.56A 3 CBS CN | | | | | | | | | | B | 3.5 | 19 | 285 | 2 SAT. 5.22P 102 ABC SE | | | | | | | | | | | | | | |
| IN THE NEWS- 9.26AM | | | | | 44 | 201 | 198 | 99 | 99 | A | 3.2 | 18 | 261 | PGA CHAMPIONSHIP-SUN(S) | | | | | | 204 | | 99 | A | 6.1 | 17 | 497 | | |
| SAT. 9.26A 3 CBS CN | | | | | | | | | | B | 4.4 | 20 | 359 | 2 SUN. 3.30P 214 ABC SE | | | | | | | | | | | | | | |
| IN THE NEWS- 9.56AM | | | | | 43 | 200 | 200 | 99 | 99 | A | 4.9 | 24 | 399 | POPEYE/OLIVE COMEDY SHOW 33 | | | | | 192 | 190 | 97 | 97 | A | 2.0 | 19 | 163 | | |
| SAT. 9.56A 3 CBS CN | | | | | | | | | | B | 6.4 | 27 | 522 | SAT. 8.00A 30 CBS CA | | | | | | | | | B | 2.3 | 17 | 187 | | |
| IN THE NEWS- 11.56AM | | | | | 42 | 190 | 187 | 95 | 95 | A | 4.0 | 17 | 326 | RICHIE RICH/SCOOPY DOO-1 44 | | | | | 194 | 194 | 99 | 99 | A | 4.9 | 26 | 399 | | |
| SAT. 11.56A 3 CBS CN | | | | | | | | | | B | 5.5 | 21 | 448 | SAT. 10.00A 30 ABC CA | | | | | | | | | B | 5.6 | 25 | 456 | | |
| IN THE NEWS- 12.26PM | | | | | 42 | 174 | 173 | 89 | 89 | A | 3.4 | 14 | 277 | RICHIE RICH/SCOOPY DOO-2 44 | | | | | 198 | 197 | 99 | 99 | A | 4.9 | 24 | 399 | | |
| | | | | | | | | | | | | | | SAT. 10.30A 30 ABC CA | | | | | | | | | B | 6.4 | 27 | 522 | | |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|----|-----|----|-----|-----|----|----|--|---|-----|----|-----|-------------------------|----|-----|-----|----|----|---|-----|----|-----|--|--|
| SAT. 12.26P | 3 | CBS | CN | | | | | | B | 4.4 | 16 | 359 | SCHOOLHOUSE ROCK-8.26AM | 43 | 183 | 183 | 94 | 95 | A | 2.0 | 19 | 163 | | |
| IN THE NEWS-12.56PM | 40 | | | 175 | 171 | 89 | 89 | | A | 4.3 | 18 | 350 | SAT. 8.26A | 4 | ABC | CN | | | B | 3.3 | 22 | 269 | | |
| SAT. 12.56P | 3 | CBS | CN | | | | | | B | 5.3 | 19 | 432 | SCHOOLHOUSE ROCK-8.55AM | 25 | 194 | 192 | 98 | 98 | A | 2.9 | 20 | 236 | | |
| IN THE NEWS-1.26PM | 38 | | | 159 | 154 | 85 | 85 | | A | 3.6 | 14 | 293 | SAT. 8.55A | 4 | ABC | CN | | | B | 3.7 | 20 | 302 | | |
| SAT. 1.26P | 3 | CBS | CN | | | | | | B | 4.5 | 15 | 367 | SCHOOLHOUSE ROCK-9.25AM | 25 | 195 | 194 | 96 | 99 | A | 3.3 | 18 | 269 | | |
| IN THE NEWS-10.56AM | 44 | | | 200 | 199 | 98 | 98 | | A | 5.9 | 26 | 481 | SAT. 9.25A | 4 | ABC | CN | | | B | 4.0 | 18 | 326 | | |
| SAT. 10.56A | 3 | CBS | CN | | | | | | B | 7.2 | 28 | 587 | SMURFS I | 44 | 206 | 207 | 99 | 99 | A | 5.1 | 39 | 416 | | |
| IN THE NEWS-11.26AM | 44 | | | 200 | 199 | 98 | 98 | | A | 6.0 | 26 | 489 | SAT. 8.30A | 30 | NBC | CA | | | B | 6.0 | 36 | 489 | | |
| SAT. 11.26A | 3 | CBS | CN | | | | | | B | 7.2 | 28 | 587 | SMURFS II | 44 | 206 | 207 | 99 | 99 | A | 6.9 | 42 | 562 | | |
| KID SUPER POWER I | 43 | | | 195 | 195 | 96 | 97 | | A | 5.3 | 27 | 432 | SAT. 9.00A | 30 | NBC | CA | | | B | 8.2 | 40 | 668 | | |
| SAT. 9.30A | 30 | NBC | CA | | | | | | B | 6.1 | 27 | 497 | SPACE STARS I | 33 | 178 | 179 | 91 | 91 | A | 3.8 | 17 | 310 | | |
| KID SUPER POWER II | 43 | | | 195 | 195 | 96 | 97 | | A | 5.0 | 24 | 408 | SAT. 11.00A | 30 | NBC | CA | | | B | 4.4 | 17 | 359 | | |
| SAT. 10.00A | 30 | NBC | CA | | | | | | B | 5.8 | 24 | 473 | SPACE STARS II | 33 | 177 | 179 | 91 | 91 | A | 3.8 | 16 | 310 | | |
| KIDS ARE PEOPLE TOO I | 42 | | | 118 | 103 | 79 | 77 | | A | 1.4 | 7 | 114 | SAT. 11.30A | 30 | NBC | CA | | | B | 4.4 | 17 | 359 | | |
| 1 SUN. 10.30A | 30 | ABC | CL | | | | | | B | 2.2 | 9 | 179 | SPIDER-MAN & FRIENDS | 34 | 196 | 196 | 96 | 97 | A | 5.3 | 24 | 432 | | |
| 2 SUN. 10.30A | 32 | | | | | | | | | | | | SAT. 10.30A | 30 | NBC | CA | | | B | 5.8 | 23 | 473 | | |
| KIDS ARE PEOPLE TOO II | 42 | | | 118 | 104 | 79 | 78 | | A | 2.1 | 10 | 171 | SPORTSBEAT | 18 | 172 | | 90 | | A | 4.0 | 12 | 326 | | |
| 1 SUN. 11.00A | 30 | ABC | CL | | | | | | B | 2.6 | 11 | 212 | 1 SUN. 3.30P | 30 | ABC | SC | | | B | 3.2 | 10 | 261 | | |
| 2 SUN. 11.02A | 28 | | | | | | | | | | | | SPORT BILLY | 2 | 127 | 132 | 65 | 70 | A | 2.6 | 11 | 212 | | |
| | | | | | | | | | | | | | SAT. 12.30P | 30 | NBC | CA | | | B | 2.6 | 11 | 212 | | |
| KWICKY KOALA SHOW | 27 | | | 159 | 154 | 85 | 85 | | A | 3.9 | 15 | 318 | SPORTSWORLD | 28 | 183 | 182 | 96 | 91 | A | 6.1 | 18 | 497 | | |
| SAT. 1.00P | 30 | CBS | CA | | | | | | B | 4.7 | 17 | 383 | SUN. 4.00P | 90 | NBC | SA | | | B | 6.2 | 18 | 505 | | |
| LAVERNE AND SHIRLEY | 40 | | | 196 | 196 | 99 | 99 | | A | 4.3 | 22 | 350 | SUNDAY MORNING | 44 | 163 | 163 | 92 | 92 | A | 3.3 | 20 | 269 | | |
| SAT. 9.30A | 30 | ABC | CA | | | | | | B | 5.7 | 25 | 465 | SUN. 9.00A | 90 | CBS | N | | | B | 4.6 | 23 | 375 | | |
| MEET THE PRESS | 41 | | | 190 | 194 | 97 | 99 | | A | 3.8 | 15 | 310 | | | | | | | | | | | | |
| SUN. 12.30P | 30 | NBC | CC | | | | | | B | 3.9 | 14 | 318 | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

| PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | | | | T/C THIS SEASON | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | |
|-----------------------------|-----|---------------|-----|----------|-----------------------|--------------------|------|---------------------|------|---------------------|-------------------|------------|-------------------------|--------------|-----|---------------|-----|----------|-----------------------|--------------------|------|---------------------|------|---------------------|-------------------|------------|-------------------------|--|
| WK # | DAY | START TIME | DUR | NET TYPE | PROG TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET TYPE | PROG TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUPERFRIENDS | | | | | 44 | 183 | 183 | 94 | 95 | A | 2.0 | 21 | 163 | | | | | | | | | | | | | | | |
| SAT. 8.00A 30 ABC CA | | | | | | | | | | B | 3.2 | 23 | 261 | | | | | | | | | | | | | | | |
| TALLADEGA-500(S) | | | | | | 180 | | 93 | | A | 5.0 | 15 | 408 | | | | | | | | | | | | | | | |
| 1 SUN. 4.03P 117 CBS SE | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TARZAN/L.RANGER/ZORRO HR1 | | | | | 33 | 201 | 198 | 99 | 99 | A | 2.4 | 17 | 196 | | | | | | | | | | | | | | | |
| SAT. 8.30A 30 CBS CA | | | | | | | | | | B | 3.2 | 18 | 261 | | | | | | | | | | | | | | | |
| TARZAN/L.RANGER/ZORRO HR2 | | | | | 33 | 201 | 198 | 99 | 99 | A | 2.9 | 17 | 236 | | | | | | | | | | | | | | | |
| SAT. 9.00A 30 CBS CA | | | | | | | | | | B | 4.0 | 19 | 326 | | | | | | | | | | | | | | | |
| THIS WEEK-DAVID BRINKLEY | | | | | 35 | 183 | 182 | 92 | 93 | A | 3.4 | 15 | 277 | | | | | | | | | | | | | | | |
| SUN. 11.30A 60 ABC N | | | | | | | | | | B | 3.5 | 13 | 285 | | | | | | | | | | | | | | | |
| 30 MINUTES | | | | | 35 | 164 | 138 | 89 | 75 | A | 2.8 | 10 | 228 | | | | | | | | | | | | | | | |
| SAT. 1.30P 30 CBS DN | | | | | | | | | | B | 3.5 | 12 | 285 | | | | | | | | | | | | | | | |
| THUNDARR THE BARBARIAN | | | | | 25 | 194 | 182 | 98 | 95 | A | 2.5 | 16 | 204 | | | | | | | | | | | | | | | |
| SAT. 8.30A 30 ABC CA | | | | | | | | | | B | 3.7 | 20 | 302 | | | | | | | | | | | | | | | |
| TOM AND JERRY COMEDY SHOW | | | | | 40 | 175 | 171 | 89 | 89 | A | 4.4 | 18 | 359 | | | | | | | | | | | | | | | |
| SAT. 12.30P 30 CBS CA | | | | | | | | | | B | 5.3 | 19 | 432 | | | | | | | | | | | | | | | |
| TROLLKINS | | | | | 31 | 174 | 173 | 89 | 89 | A | 3.7 | 16 | 302 | | | | | | | | | | | | | | | |
| SAT. 12.00N 30 CBS CA | | | | | | | | | | B | 4.2 | 15 | 342 | | | | | | | | | | | | | | | |
| US CLAY COURT TENNIS-SAT(S) | | | | | | | 174 | | 95 | A | 2.6 | 9 | 212 | | | | | | | | | | | | | | | |

2 SAT. 2.30P 120 CBS SE
 US CLAY COURT TENNIS-SUN(S)
 2 SUN. 2.00P 193 CBS SE

185 99 A 3.6 12 293

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

| | | | | | | | | | | | | | | | | | |
|--|--|---|--|-----------------------------|--|---------------------------|--|--|--|-------|--|----------------|--|---------------------------------|--|-------|--|
| TOTAL AUDIENCE (Households (000) & %) | | { | | 8,230 10.1 | | 17,280 21.2 | | | | | | | | | | | |
| ABC TV | | | | BEST OF THE WEST (R)(OP) | | | | ABC MONDAY NIGHT BASEBALL TORONTO VS BOSTON CHICAGO WHITE SOX VS BALTIMORE MULTI-SEGMENT TELECAST | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 6,850 8.4 | | 8,480 10.4 | | 9.4* | | 11.1* | | 10.9* | | 10.8* | | 9.6* | |
| SHARE OF AUDIENCE % | | { | | 17 | | 18 | | 19 * | | 20 * | | 18 * | | 18 * | | 16 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 8.3 | | 8.4 | | 9.2 | | 9.5 | | 11.1 | | 11.0 | | 10.5 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 13,770 16.9 | | 17,030 20.9 | | 31,460 38.6 | | | | | | | | | |
| CBS TV | | | | PRIVATE BENJAMIN (R)(OP) | | WKRP IN CINCINNATI (R) | | MISS UNIVERSE PAGEANT (9:00-11:06PM) (-OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 12,060 14.8 | | 14,670 18.0 | | 20,130 24.7 | | 19.7* | | 23.2* | | 26.5* | | 28.4* | |
| SHARE OF AUDIENCE % | | { | | 29 | | 34 | | 43 | | 35 * | | 39 * | | 45 * | | 49 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 14.3 | | 15.3 | | 17.0 | | 19.1 | | 18.9 | | 20.6 | | 22.3 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 16,870 20.7 | | | | | | | | 12,310 15.1 | | | | | |
| NBC TV | | | | | | | | NBC MONDAY NIGHT MOVIES THE LEGEND OF SLEEPY HOLLOW(R) (OP) | | | | | | REVENGE OF THE GRAY GANG (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 9,210 11.3 | | 11.1* | | 11.3* | | 11.6* | | 11.3* | | 8,720 10.7 | | 10.3* | |
| SHARE OF AUDIENCE % | | { | | 21 | | 22 * | | 21 * | | 20 * | | 19 * | | 18 | | 18 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 11.0 | | 11.3 | | 11.5 | | 11.0 | | 11.8 | | 11.4 | | 11.4 | |

| | | | | | | | | | | | | | | | | | |
|--|--|---|--|---------------------------------|--|---------------------------|--|---|--|--------------------|--|------------------|--|-------|--|-------|--|
| TOTAL AUDIENCE (Households (000) & %) | | { | | 7,820 9.6 | | 20,950 25.7 | | | | | | | | | | | |
| ABC TV | | | | BEST OF THE WEST (R)(OP) | | | | ABC MONDAY NIGHT BASEBALL MONTREAL VS PHILADELPHIA PITTSBURGH VS ST. LOUIS (8:30-11:43PM)(-OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 6,190 7.6 | | 9,700 11.9 | | 9.0* | | 11.6* | | 12.3* | | 13.4* | | 12.6* | |
| SHARE OF AUDIENCE % | | { | | 15 | | 22 | | 18 * | | 21 * | | 22 * | | 24 * | | 23 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 7.4 | | 7.9 | | 8.2 | | 9.8 | | 11.5 | | 11.8 | | 12.2 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 12,230 15.0 | | 15,890 19.5 | | 20,380 25.0 | | 17,200 21.1 | | 17,360 21.3 | | | | | |
| CBS TV | | | | PRIVATE BENJAMIN (R)(OP) | | WKRP IN CINCINNATI (R) | | M*A*S*H (R) | | HOUSE CALLS (R) | | LOU GRANT (R) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 10,430 12.8 | | 13,610 16.7 | | 17,360 21.3 | | 15,730 19.3 | | 13,450 16.5 | | 16.7* | | 16.3* | |
| SHARE OF AUDIENCE % | | { | | 26 | | 31 | | 36 | | 34 | | 31 | | 30 * | | 31 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 12.4 | | 13.2 | | 15.7 | | 17.7 | | 20.3 | | 22.2 | | 18.7 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 12,390 15.2 | | | | 14,260 17.5 | | | | | | | | | |
| NBC TV | | | | LITTLE HOUSE PRAIRIE (R)(OP) | | | | NBC MONDAY NIGHT MOVIES MOVIOLA:THE SILENT LOVERS(R) (OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 7,820 9.6 | | 9.6* | | 9.6* | | 9.1 | | 9.2* | | 8.5* | | 9.2* | |
| SHARE OF AUDIENCE % | | { | | 19 | | 20 * | | 18 * | | 16 | | 16 * | | 15 * | | 17 * | |
| AVG. AUD. BY ¼ HR. % | | { | | 9.5 | | 9.6 | | 9.4 | | 9.7 | | 9.6 | | 8.9 | | 8.8 | |

| | | | | | | | | | | | | | | | | | |
|------------------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV | WK. 1 | 48.3 | 48.7 | 48.8 | 51.0 | 50.2 | 51.5 | 52.3 | 54.2 | 56.0 | 57.4 | 59.2 | 60.0 | 59.1 | 58.4 | 57.8 | 57.1 |
| (See Def. 1) | WK. 2 | 47.0 | 48.4 | 48.2 | 48.1 | 48.0 | 50.3 | 52.7 | 55.2 | 57.9 | 58.8 | 57.4 | 57.0 | 55.4 | 54.9 | 52.6 | 52.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JULY 27, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|-----------------------------------|--|------|------|------|------|------------------------|----------------|-----------------------------|-------|----------------------------------|------------------------------|-------------------------------------|-------|---|----------------------|---------------------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,260 17.5 | | 15,000 18.4 | | 17,770 21.8 | | 18,170 22.3 | | 18,170 22.1 | | | |
| | ABC TV | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | | | HART TO HART (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,390 15.2 | | 13,120 16.1 | | 15,890 19.5 | | 16,060 19.7 | | 13,450 16.5 | | 16.5* | 16.4* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 30 14.1 | 16.3 | 30 15.6 | 16.5 | 35 18.8 | 20.2 | 34 19.3 | 20.1 | 30 16.7 | 28* | 28* | 30* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,010 22.1 | | | | | | | | | | | |
| | CBS TV | | | | | | | | | BLIND AMBITION-PART 1 (R)(OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,560 10.5 | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 19 9.5 | 9.5* | | 10.1* | | 10.6* | | 10.4* | | 11.2* | | 11.0* |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,760 13.2 | | | | 11,650 14.3 | | | | 13,530 16.6 | | | |
| | NBC TV | | | | | | | FATHER MURPHY (R)(OP) | | | BRET MAVERICK (R)(SUS-OP) | | | | MCCLAIN'S LAW (R) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,150 10.0 | | | | 9,050 11.1 | | | | 10,600 13.0 | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 19 9.1 | 9.5* | | 10.6* | | 10.5* | | 11.6* | 23 | 23* | 24* | 13.2* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,400 18.9 | | 15,000 18.4 | | 18,090 22.2 | | 18,830 23.1 | | 19,560 24.0 | | | |
| | ABC TV | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | | | HART TO HART (R) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,800 15.7 | | 13,530 16.6 | | 15,730 19.3 | | 16,540 20.3 | | 15,320 18.8 | | 19.0* | 18.7* |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 33 14.2 | 17.2 | 33 16.5 | 16.6 | 36 18.7 | 20.0 | 37 20.0 | 20.7 | 36 19.2 | 35* | 35* | 37* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 8,070 9.9 | | 8,480 10.4 | | 15,400 18.9 | | | | | | | |
| | CBS TV | | | | | CROWKITE'S UNIVERSE | | TWO OF US (R)(OP) | | | | | | CBS TUESDAY NIGHT MOVIES DESPERATE VOYAGE(R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,440 7.9 | | 7,250 8.9 | | 9,540 11.7 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 17 8.0 | 7.8 | 18 8.5 | 9.4 | 22 9.0 | 9.3* | | 11.0* | | 12.8* | | 13.6* |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 6,030 7.4 | 15,730 19.3 | | | | | | | | | | |
| | NBC TV | | | | | (1) (OP)(OP) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,710 7.0 | 8,230 10.1 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | | | | | 16 7.1 | 19 6.8 | | 9.0* | | 10.2* | | 10.9* | | 11.6* | | 10.2* |
| U.S. TV HOUSEHOLDS USING TV WK. 1 | | 48.6 | 49.9 | 49.5 | 50.5 | 50.1 | 51.4 | 52.5 | 54.4 | 56.1 | 57.0 | 57.4 | 58.1 | 56.1 | 56.1 | 55.7 | 54.3 |
| (See Def. 1) | | 44.9 | 45.7 | 45.0 | 46.5 | 46.9 | 48.0 | 49.7 | 51.5 | 52.8 | 54.9 | 55.6 | 55.7 | 54.4 | 53.5 | 51.8 | 50.3 |

U.S. TV Households: 81,500,000

(1) NBC MAJOR LGE. PRE-TUE., NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE. TUE. AUG. 3, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 28, 1982

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

| | | |
|----------------|----------------|----------------|
| 14,670 18.0 | 17,030 20.9 | 13,690 16.0 |
| 10,270 12.6 | 12,310 15.1 | 9,210 11.3 |
| 13.2* | 15.7* | 11.3 |
| 24* | 27* | 22 |
| 12.1 | 14.3 | 13.2 |
| 13.7 | 15.4 | 16.1 |
| 12.5 | 12.5 | 1.0 |

| | | | | |
|---------------|-------|-------|-------|-------|
| 8,940 11.1 | 10,0* | 10.7* | 11.1* | 11.5* |
| 20 | 18* | 19* | 19* | 21* |
| 9.7 | 10.0 | 10.6 | 11.1 | 11.2 |
| 11.2 | 11.2 | 11.2 | 11.2 | 11.9 |

| | | | |
|----------------|----------------|----------------|----------------|
| 15,000 18.4 | 14,100 17.3 | 11,330 13.9 | 15,240 18.7 |
| 10,840 13.3 | 11,980 14.7 | 10,110 12.4 | 11,000 13.5 |
| 25 | 26* | 22 | 26 |
| 10.8 | 12.3 | 12.6 | 12.2 |
| 14.4 | 14.4 | 15.6 | 14.3 |

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

| | | |
|----------------|----------------|----------------|
| 13,770 16.9 | 14,830 18.2 | 12,550 15.4 |
| 9,860 12.1 | 10,920 13.4 | 9,860 12.1 |
| 24 | 24 | 25* |
| 9.9 | 12.6 | 14.2 |
| 11,000 13.5 | 17,360 21.3 | 13,690 16.8 |
| 7,740 9.5 | 10,270 12.6 | 11,000 13.5 |
| 19 | 23 | 26* |
| 9.7 | 10.0 | 14.1 |
| 13,450 16.5 | 14,020 17.2 | 13,200 16.2 |
| 9,940 12.2 | 12,310 15.1 | 11,490 14.1 |
| 24 | 27 | 25 |
| 11.4 | 14.6 | 14.0 |

| TV HOUSEHOLDS USING TV WK 1 | WK 2 | WK 3 | WK 4 | WK 5 | WK 6 | WK 7 | WK 8 | WK 9 | WK 10 | WK 11 | WK 12 | WK 13 | WK 14 | WK 15 | WK 16 | WK 17 | WK 18 | WK 19 | WK 20 |
|-----------------------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| (See Def. 1) | | | | | | | | | | | | | | | | | | | |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.WED. AUG. 4, 1982

U.S. TV Households: 81,500,000

EVE. THU. AUG. 5, 1982

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|--|--|---|--|----------------|--|----------------|--|----------------|--|--|--|-------|--|-------|--|-------|--|--|--|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | { | | 11,000 11.5 | | 10,440 10.8 | | 16,630 20.4 | | ABC FRIDAY NIGHT MOVIE THE ISLAND OF DR. MOREAU (R) (OP) | | | | | | | | | |
| | ABC TV | | { | | 9,780 12.0 | | 11,720 10.7 | | 9,370 11.5 | | 11.6* | | 11.3* | | 11.4* | | 11.5* | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | { | | 12.0 | | 10.7 | | 11.5 | | 11.6* | | 11.3* | | 11.4* | | 11.5* | | | |
| | SHARE OF AUDIENCE % | | { | | 28 | | 24 | | 24 | | 24* | | 23* | | 24* | | 24* | | | |
| | AVG. AUD. BY 1/4 HR. % | | { | | 28 | | 24 | | 24 | | 24* | | 23* | | 24* | | 24* | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | { | | 14,430 17.7 | | 13,120 16.1 | | 12,630 15.5 | | DALLAS SPEC. A. B. | | | | | | | | | |
| | CBS TV | | { | | 10,680 | | 9,290 | | 10,110 | | DALLAS | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | { | | 13.1 | | 11.4 | | 12.4 | | 11.7* | | 11.9* | | 11.9* | | 13.0* | | | |
| | SHARE OF AUDIENCE % | | { | | 30 | | 24 | | 26 | | 24* | | 25* | | 25* | | 27* | | | |
| | AVG. AUD. BY 1/4 HR. % | | { | | 11.6 | | 11.0 | | 11.5 | | 11.5 | | 12.2 | | 12.9 | | 13.1 | | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | | { | | 5,130 6.3 | | 10,270 12.6 | | 9,450 11.6 | | CASSIE AND COMPANY (R) | | | | | | | | | |
| | NBC TV | | { | | 4,160 | | 5,460 | | 7,420 | | CHICAGO STORY (R)(OP) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | { | | 5.1 | | 6.7 | | 9.1 | | 7.8* | | 8.6* | | 8.6* | | 9.5* | | | |
| | SHARE OF AUDIENCE % | | { | | 12 | | 14 | | 19 | | 16* | | 18* | | 18* | | 20* | | | |
| | AVG. AUD. BY 1/4 HR. % | | { | | 5.5 | | 4.9 | | 8.6 | | 7.7 | | 8.1 | | 8.6 | | 9.8 | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|---|----------------|---------------|----------------|---------------|----------------|----------------|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|-----|------|------|------|
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | { | | 9,370 11.5 | | 8,310 10.2 | | 16,380 20.1 | | ABC FRIDAY NIGHT MOVIE (IMMATES: A LOVE STORY (R)) (OP) | | | | | | | | | | | | | | | | |
| | ABC TV | | { | | 7,740 | | 7,170 | | 10,840 | | DALLAS | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | { | | 9.5 | | 8.8 | | 13.3 | | 11.9* | | 12.6* | | 14.0* | | 14.7* | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | { | | 23 | | 20 | | 28 | | 26 * | | 27 * | | 30 * | | 31 * | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | { | | 9.0 | | 10.1 | | 8.3 | | 9.3 | | 11.9 | | 11.9 | | 12.6 | | 12.5 | | 13.7 | | 14.2 | | 14.5 | | 14.9 |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 14,430 17.7 | | 12,710 15.6 | | 10,760 13.2 | | FALCON CREST (R) | | | | | | | | | | | | | | | | | |
| CBS TV | | { | | 10,430 | | 9,450 | | 8,310 | | DALLAS | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 12.8 | | 11.5* | | 14.0* | | 11.6 | | 11.2* | | 12.1* | | 10.4* | | 10.1* | | | | | | | | | |
| SHARE OF AUDIENCE % | | { | | 30 | | 28 * | | 32 * | | 25 | | 25 * | | 26 * | | 22 | | 21 * | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | { | | 10.9 | | 12.1 | | 13.6 | | 14.4 | | 10.7 | | 11.6 | | 11.8 | | 12.3 | | 10.5 | | 10.2 | | 9.9 | | 10.3 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 5,300 6.5 | | 9,780 12.0 | | 8,720 10.7 | | CASSIE AND COMPANY (R) | | | | | | | | | | | | | | | | | |
| NBC TV | | { | | 4,480 | | 5,950 | | 6,850 | | CHICAGO STORY (R)(OP) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 5.5 | | 7.3 | | 8.4 | | 7.3* | | 7.7* | | 8.4 | | 8.3* | | 8.5* | | | | | | | | | |
| SHARE OF AUDIENCE % | | { | | 13 | | 16 | | 15 * | | 16 * | | 16 * | | 18 | | 18 * | | 18 * | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | { | | 5.7 | | 5.4 | | 6.6 | | 7.0 | | 7.2 | | 7.4 | | 7.5 | | 8.0 | | 8.3 | | 8.4 | | 8.5 | | | |

| TV HOUSEHOLDS USING TV | WK 1 | WK 2 | WK 3 | WK 4 | WK 5 | WK 6 | WK 7 | WK 8 | WK 9 | WK 10 | WK 11 | WK 12 | WK 13 | WK 14 | WK 15 | WK 16 | WK 17 | WK 18 | WK 19 | WK 20 |
|------------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| (See Def. 1) | 41.1 | 41.4 | 43.0 | 42.8 | 43.4 | 43.1 | 43.5 | 44.4 | 46.5 | 47.2 | 47.6 | 47.7 | 49.1 | 48.3 | 47.7 | 48.2 | 48.4 | 48.7 | 48.9 | 49.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT JULY 31, 1982

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

| | | | | | | | | | | | | | | | | | |
|--|--|---|--|--|--|---|--|--|--|-----------------------|--|---------------|--|---------------------|--|-------|--|
| TOTAL AUDIENCE (Households (000) & %) | | { | | 11,330 17.4 | | 15,650 19.2 | | 14,260 17.5 | | | | | | | | | |
| ABC TV | | | | TODAY'S FBI (R)(OP) | | LOVE BOAT (R)(OP) | | FANTASY ISLAND (R) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 8,330 10.1 | | 12,230 15.0 | | 11,410 14.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | | { | | 22 | | 30 | | 29 | | 31 | | 29 | | 27 | | 30 | |
| AVG. AUD. BY ¼ HR. | | { | | 9.5 | | 10.7 | | 11.7 | | 13.9 | | 14.9 | | 15.5 | | 15.5 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 10,270 12.6 | | 9,050 11.1 | | 16,540 20.3 | | | | | | | | | |
| CBS TV | | | | WALT DISNEY PLUTO AND HIS FRIENDS(R) (OP) | | FAIRIES (R) | | CBS SAT. NIGHT MOVIE THE PROMISE OF LOVE(R) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 8,230 10.1 | | 7,580 9.3 | | 10,600 13.0 | | 10.7* | | 12.4* | | 13.9* | | 15.0* | |
| SHARE OF AUDIENCE % | | { | | 23 | | 20 | | 26 | | 22 | | 25 | | 28 | | 31 | |
| AVG. AUD. BY ¼ HR. | | { | | 9.7 | | 10.4 | | 9.2 | | 9.4 | | 10.3 | | 11.1 | | 12.1 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 8,560 10.5 | | 8,880 10.9 | | 9,290 11.4 | | | | 9,540 11.7 | | | | | |
| NBC TV | | | | HERE'S BOOMER (R) | | HARPER VALLEY (R)(OP) | | NASHVILLE PALACE (R)(SUS-OP) | | | | | | NBC MAGAZINE (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 7,170 8.8 | | 7,910 9.7 | | 6,520 8.0 | | 8.0* | | 8.1* | | 7.7 | | 7.8* | |
| SHARE OF AUDIENCE % | | { | | 20 | | 21 | | 16 | | 16 | | 16 | | 16 | | 16 | |
| AVG. AUD. BY ¼ HR. | | { | | 8.6 | | 8.9 | | 9.6 | | 9.9 | | 8.1 | | 7.9 | | 7.9 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 10,920 13.4 | | 16,710 20.5 | | 18,260 22.4 | | | | | | | | | |
| ABC TV | | | | (1) | | TODAY'S FBI (R)(OP) | | LOVE BOAT (R)(OP) | | FANTASY ISLAND (R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 7,580 9.3 | | 13,040 16.0 | | 14,750 18.1 | | | | | | | | | |
| SHARE OF AUDIENCE % | | { | | 22 | | 33 | | 35 | | 40 | | 38 | | 41 | | 41 | |
| AVG. AUD. BY ¼ HR. | | { | | 7.8 | | 9.3 | | 10.9 | | 14.1 | | 15.4 | | 16.8 | | 17.8 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 13,120 16.1 | | | | 9,780 12.0 | | | | | | | | | |
| CBS TV | | | | | | WALT DISNEY THE STRANGE MONSTER OF STRAWBERRY COVE(R) (OP) | | CBS REPORTS-SAT BITTERSWEET MEMORIES: A VIETNAM REUNION(R) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 7,660 9.4 | | 8,880 11.1 | | 10,600 13.0 | | 10.7* | | 12.4* | | 13.9* | | 15.0* | |
| SHARE OF AUDIENCE % | | { | | 21 | | 20 | | 22 | | 22 | | 25 | | 28 | | 31 | |
| AVG. AUD. BY ¼ HR. | | { | | 7.6 | | 7.3 | | 8.5 | | 9.0 | | 10.3 | | 10.8 | | 11.1 | |
| TOTAL AUDIENCE (Households (000) & %) | | { | | 7,090 8.7 | | 7,420 9.1 | | 7,910 9.7 | | | | 6,760 8.3 | | | | | |
| NBC TV | | | | HERE'S BOOMER (R) | | HARPER VALLEY (R)(OP) | | NASHVILLE PALACE (R)(SUS-OP) | | | | | | GAME AND ITS GLORY | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | { | | 6,030 7.4 | | 6,520 8.0 | | 5,380 6.6 | | 6.9* | | 6.3* | | 5.0 | | 5.5* | |
| SHARE OF AUDIENCE % | | { | | 18 | | 18 | | 14 | | 14 | | 13 | | 11 | | 12 | |
| AVG. AUD. BY ¼ HR. | | { | | 7.0 | | 7.9 | | 7.8 | | 8.2 | | 7.1 | | 6.8 | | 6.2 | |

| | | | | | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV WK 1 | 41.0 | 41.6 | 42.0 | 43.5 | 43.9 | 44.5 | 46.1 | 47.7 | 49.1 | 49.8 | 50.5 | 50.6 | 49.1 | 49.3 | 48.9 | 46.4 |
| (See Def. 1) WK 2 | 37.6 | 37.4 | 38.6 | 39.8 | 40.3 | 41.5 | 43.8 | 45.2 | 47.2 | 48.3 | 48.7 | 48.9 | 47.0 | 46.3 | 45.3 | 44.4 |

U.S. TV Households: 81,500,000

(1) PGA CHAMPIONSHIP SAT, ABC, (5:22-7:04PM) (S)

For explanation of symbols, See page A

EVE. SAT. AUG. 7, 1982

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

TOTAL AUDIENCE { 5,130
(Households (000) & %) { 8.3

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 4,810
(Households (000) & %) { 5.9
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 5.9

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

10,020
12.3

TWILIGHT THEATRE
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,380

| | | | | |
|-----|------|-----|------|------|
| 6.6 | 6.9* | | 6.8* | 6.0* |
| 20 | 19* | | 21* | 22* |
| 7.1 | 6.7 | 7.0 | 6.5 | 6.1 |

TOTAL AUDIENCE {
(Households (000) & %) {

5,540
6.8

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,220

6.4
15
6.4

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

10,270
12.6

SATURDAY NIGHT
(11:30-12:42AM)
(SUSTAINING 12:42-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,110

| | | | | |
|-----|------|-----|------|-----|
| 7.5 | 7.3* | | 7.7* | |
| 24 | 21* | | 26* | |
| 7.5 | 7.1 | 7.8 | 7.7 | 7.3 |

| TV HOUSEHOLDS USING TV | WK 1 | 41.7 | 43.8 | 38.0 | 34.8 | 32.8 | 30.9 | 28.3 | 25.9 | 23.5 | 21.2 | 19.3 | 17.2 | 15.1 | 13.3 | 11.7 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| (See Def. 1) | WK 2 | 41.4 | 41.3 | 36.6 | 33.3 | 31.2 | 28.9 | 26.3 | 24.2 | 22.1 | 20.1 | 17.3 | 15.6 | 13.5 | 12.1 | 11.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 1, 1982

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

CODE RED
(R)(OP)

ABC SUNDAY NIGHT MOVIE

ON HER MAJESTY'S SECRET SERVICE(R)
(8:30-11:17PM)
(OP)

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

60 MINUTES

ARCHIE BUNKER'S PLACE
(R)

ONE DAY AT A TIME
(R)(OP)

ALICE
(R)

JEFFERSONS
(R)

TRAPPER JOHN, M.D.
(R)

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FLINTSTONES LEAGUE
(R)

SCAMPS
(R)

CHIPS
(R)(OP)

NBC SUNDAY NIGHT MOVIE

COMPLIANCE
(SUS-OP)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

ABC MOVIE SPECIAL
(THE BAD NEWS BEARS(R))
(7:04-9:00PM)
(OP)

ABC SUNDAY NIGHT MOVIE

A STAR IS BORN(R)
(9:00-11:55PM)
(OP)

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

60 MINUTES

ARCHIE BUNKER'S PLACE
(R)

ONE DAY AT A TIME
(R)(OP)

ALICE
(R)

JEFFERSONS
(R)

TRAPPER JOHN, M.D.
(R)

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FLINTSTONES SPECIAL
(R)

CHIPS
(R)(OP)

NBC SUNDAY NIGHT MOVIE

THE ARCHER(R)
(OP)

| TV HOUSEHOLDS USING TV | WK. 1 | WK. 2 | WK. 3 | WK. 4 | WK. 5 | WK. 6 | WK. 7 | WK. 8 | WK. 9 | WK. 10 | WK. 11 | WK. 12 | WK. 13 | WK. 14 | WK. 15 | WK. 16 | WK. 17 | WK. 18 |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| (See Def. 1) | 44.0 | 44.5 | 46.4 | 47.6 | 47.7 | 49.1 | 50.1 | 52.1 | 53.8 | 55.4 | 55.8 | 56.9 | 56.1 | 56.1 | 55 | | | |
| | 44.9 | 46.3 | 46.3 | 46.4 | 46.2 | 48 | 50.0 | 52.8 | 55.5 | 56.7 | 57.9 | 58.1 | 56.3 | 54.9 | 53 | | | |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. SUN. AUG. 8, 1982

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | | | | | |
|-----------------------|--|---|--|-------------|-----|--|--|--|--|--|--|--|--|--|--|--|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 3,910 4.8 | | | | | | | | | | | | | |
| | ABC TV | | (1) (-OP) | (2) (OP) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,670 4.5 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 12 16.2 | 5.1 | 4.3 | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 4,730 5.8 | | | | | | | | | | | | | |
| | CBS TV | | CBS SUNDAY NEWS | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,480 5.5 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 11 5.5 | | | | | | | | | | | | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | { | 1,790 2.2 | | | | | | | | | | | | | |
| | NBC TV | | NBC LATE NIGHT MOVIE ANOTHER MAN, ANOTHER CHANCE(R) (11:30-12:13AM) (SUSTAINING 12:13-1:30AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 1,300 1.6 | 1.6* | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 5 1.6 | 5 * | 1.6 | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | |
|-----------------------|--|---|--|-------------|------|------|------|-----|-----|--|--|--|--|--|--|--|
| W E E K 4 | TOTAL AUDIENCE (Households (000) & %) | { | 2,530 3.1 | | | | | | | | | | | | | |
| | ABC TV | | ABC SUNDAY NIGHT MOVIE A STAR IS BORN(R) (9:00-11:55PM) (-OP) | (3) (OP) | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 2,530 12.3* | 3.1 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 27 * | 10 | 12.2 | 12.4 | 13.5 | 3.6 | 2.9 | | | | | | | |
| W E E K 5 | TOTAL AUDIENCE (Households (000) & %) | { | 5,540 6.8 | | | | | | | | | | | | | |
| | CBS TV | | CBS SUNDAY NEWS 050000 | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 5,380 6.6 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 14 6.6 | | | | | | | | | | | | | |
| W E E K 6 | TOTAL AUDIENCE (Households (000) & %) | { | 2,770 3.4 | | | | | | | | | | | | | |
| | NBC TV | | NBC LATE NIGHT MOVIE COMPUTERIDE(R) (11:30-12:12AM) (SUSTAINING 12:12-1:30AM) | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 2,120 2.6 | 2.6* | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY % HR. | % | 7 2.5 | 7 * | 2.5 | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|------------------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|-----|--|
| TV HOUSEHOLDS USING TV | WK. 1 | 49.6 | 41.7 | 36.1 | 32.3 | 28.3 | 25.4 | 21.7 | 20.0 | 17.3 | 15.4 | 13.7 | 11.4 | 9.9 | 8.1 | 7.5 | |
| (See Def. 1) | WK. 2 | 47.8 | 41.7 | 39.2 | 34.8 | 29.4 | 26.3 | 22.5 | 19.9 | 17.3 | 14.6 | 12.7 | 11.1 | 9.9 | 8.6 | 7 | |

U.S. TV Households 81,500,000

(1) ABC SUNDAY MOVIE, ON HER MAJESTY'S SECRET SERVICE, ABC, (8:30-11:17PM) (SUSTAINING 11:17-11:26PM)

A-19 (2) ABC WEEKEND REPORT-SUN., ABC, (11:26-11:41PM)

(3) ABC WEEKEND REPORT SUN., ABC, (11:57-12:12AM)

For explanation of symbols, See page A

EVE. SUN. AUG. 8, 1982

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------------------|--|------|------|--|------|--|------|--------------------------|------|------------------|------|------|------|-------|-------|-------|-------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | 4,560 5.6 | | 4,970 6.1 | | | | | | | | | | | |
| | ABC TV | { | | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 3,670 4.5 | | 4,080 5.0 | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 30 4.4 4.5 | | 27 1.1 5.0 | | | | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,610 3.2 | | 2,770 3.4 | | 4,320 5.3 | | 6,280 7.7 | | | | | | | |
| | CBS TV | { | | ← MORNING-KURTIS & SAWYER 1 → (CO-OP) (PARTICIPATING) | | ← MORNING-KURTIS & SAWYER 2 → (CO-OP) (PARTICIPATING) | | ONE DAY AT A TIME-M-F | | ALICE-M-F | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,120 2.6 | | 2,200 2.7 | | 3,590 4.4 | | 5,460 6.7 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 17 2.5 2.8 | | 15 2.7 2.8 | | 21 4.1 4.7 | | 30 6.4 6.9 | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 3,420 4.2 | | 3,910 4.8 | | 4,400 5.4 | | 4,810 5.9 | | | | | | | |
| | NBC TV | { | | ← TODAY SHOW-7:30AM → (CO-OP) (PARTICIPATING) | | ← TODAY SHOW-8:30AM → (CO-OP) (PARTICIPATING) | | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,770 3.4 | | 3,260 4.0 | | 3,750 4.6 | | 4,080 5.0 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 23 3.3 3.5 | | 22 4.0 4.1 | | 22 4.4 4.8 | | 22 4.9 5.1 | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 5,050 6.2 | | 5,400 6.5 | | | | | | | | | | | |
| | ABC TV | { | | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 4,080 5.0 | | 4,240 5.2 | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 33 5.0 4.9 | | 27 5.2 5.3 | | | | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,770 3.4 | | 3,100 3.8 | | 4,320 5.3 | | 6,360 7.8 | | | | | | | |
| | CBS TV | { | | ← MORNING-KURTIS & SAWYER 1 → (CO-OP) (PARTICIPATING) | | ← MORNING-KURTIS & SAWYER 2 → (CO-OP) (PARTICIPATING) | | ONE DAY AT A TIME-M-F | | ALICE-M-F | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,120 2.6 | | 2,360 2.9 | | 3,670 4.5 | | 5,300 6.5 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 17 2.6 2.7 | | 15 2.9 2.8 | | 21 4.2 4.9 | | 29 6.2 6.8 | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 3,260 4.0 | | 3,750 4.6 | | 4,480 5.5 | | 4,810 5.9 | | | | | | | |
| | NBC TV | { | | ← TODAY SHOW-7:30AM → (CO-OP) (PARTICIPATING) | | ← TODAY SHOW-8:30AM → (CO-OP) (PARTICIPATING) | | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,810 3.2 | | 3,100 3.8 | | 3,670 4.5 | | 3,990 4.9 | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. % | { | | 21 3.1 3.3 | | 19 3.7 3.8 | | 21 4.1 5.0 | | 22 4.9 5.1 | | | | | | | |

| TV HOUSEHOLDS USING TV | WK 1 | WK 2 | 11.7 | 12.3 | 13.5 | 14.7 | 16.0 | 16.6 | 17.9 | 19.1 | 20.1 | 20.8 | 21.4 | 21.2 | 21.9 | 22.7 | |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|
| (See Def. 1) | WK 2 | 11.4 | 11.8 | 13.1 | 14.9 | 16.9 | 18.0 | 18.9 | 19.7 | 20.3 | 20.5 | 21.2 | 21.1 | 22.1 | 22.6 | | |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

| | | NATIONAL TV AUDIENCE ESTIMATES | | | | | | | | | | | | | | | | | |
|--|--|---|-------|-------|-------|-------|------------------------|-------|---------------------|------|-------------------|---------|------|------------------|------|------|------|------|--|
| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | 8,800 10.8 | | | | | 6,880 8.2 | | 6,190 7.6 | | 10,600 13.0 | | | 9,030 11.1 | | | | | |
| | ABC TV | LOVE BOAT DAYTIME | | | | | FAMILY FEUD | | RYAN'S HOPE | | ALL MY CHILDREN | | | ONE LIFE TO LIVE | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,030 7.4 | | | | | 5,540 6.8 | | 5,300 6.5 | | 6,400 7.8* | | | 6,930 8.5 | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | 30 6.5 | | | | | 26 6.5 | | 24 6.9 | | 33 9.3 | | | 30 8.6 | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | 6,680 8.2 | | | | | 7,660 9.4 | | 9,370 11.5 | | 7,820 9.6 | | | 5,220 6.4 | | | | | |
| | CBS TV | PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP) | | | | | YOUNG AND THE RESTLESS | | AS THE WORLD TURNS | | | CAPITOL | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,790 7.1 | | | | | 6,600 8.1 | | 6,680 8.2 | | 6,110 7.5 | | | 4,730 5.8 | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | 30 6.9 | | | | | 32 7.4 | | 30 7.7 | | 25 8.7 | | | 21 7.6 | | | | | |
| W E K 3 | TOTAL AUDIENCE (Households (000) & %) | 3,590 4.4 | | | | | 2,120 2.6 | | 1,100 3.8 | | 6,850 8.4 | | | 5,620 6.9 | | | | | |
| | NBC TV | TEXAS | | | | | DOCTORS | | SEARCH FOR TOMORROW | | DAYS OF OUR LIVES | | | ANOTHER WORLD | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,530 3.1 | | | | | 1,960 2.4 | | 2,530 3.1 | | 5,130 6.3 | | | 3,990 4.9 | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | 13 3.2 | | | | | 9 2.4 | | 11 2.9 | | 20 5.8 | | | 17 5.2 | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 23.2 | 24.1 | 24.4 | 25.8 | 27.0 | 27.9 | 27.2 | 28.0 | 29.4 | 30.4 | 30.4 | 30.5 | 29.2 | 29.6 | 28.6 | 28.1 | |
| | | WK. 2 | 23.4 | 24.5 | 24.9 | 26.1 | 26.4 | 27.5 | 27.1 | 28.5 | 29.9 | 31.3 | 31.1 | 30.4 | 28.8 | 29.0 | 27.4 | 27.1 | |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 26-30, 1982

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|--|--|------------------|--|------------------------------|--|-----------------|--|------------------------|--|------------------|--|-----------------------------|--|
| W | E | E | K | 1 | TOTAL AUDIENCE (Households (000) & %) | | { 10,110 12.4 | | GENERAL HOSPITAL (P) | | { 4,160 5.1 | | EDGE OF NIGHT | | { 8,420 10.7 | | ABC WORLD NEWS TONIGHT | |
| | | | | | ABC TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 7,820 9.6 | | 9.5* | | { 3,590 4.4 | | 4.4 | | { 7,420 9.1 | | 9.1 | |
| | | | | | SHARE OF AUDIENCE % | | { 33 | | 33* | | { 15 | | 15 | | { 20 | | 20 | |
| W | E | E | K | 2 | TOTAL AUDIENCE (Households (000) & %) | | { 7,090 8.7 | | GUIDING LIGHT (OP) | | { 3,420 4.2 | | TATTLETALES | | { 10,440 12.8 | | CBS EVENING NEWS- RATHER | |
| | | | | | CBS TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 5,710 7.0 | | 6.9* | | { 2,930 3.6 | | 3.6 | | { 9,050 11.1 | | 11.1 | |
| | | | | | SHARE OF AUDIENCE % | | { 24 | | 24* | | { 12 | | 12 | | { 24 | | 24 | |
| W | E | E | K | 2 | TOTAL AUDIENCE (Households (000) & %) | | { 5,130 6.3 | | CHIPS M-F | | { 8,640 10.6 | | NBC NIGHTLY NEWS | | { 11.1 | | 11.2 | |
| | | | | | NBC TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 3,670 4.5 | | 4.2* | | { 7,580 9.3 | | 9.3 | | { 9.2 | | 9.5 | |
| | | | | | SHARE OF AUDIENCE % | | { 15 | | 15* | | { 20 | | 20 | | { 9.2 | | 9.5 | |
| W | E | E | K | 2 | TOTAL AUDIENCE (Households (000) & %) | | { 9,780 12.0 | | GENERAL HOSPITAL (SUS-OP) | | { 4,080 5.0 | | EDGE OF NIGHT | | { 9,210 11.3 | | ABC WORLD NEWS TONIGHT | |
| | | | | | ABC TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 7,740 9.5 | | 9.5* | | { 3,500 4.3 | | 4.3 | | { 7,820 9.6 | | 9.6 | |
| | | | | | SHARE OF AUDIENCE % | | { 33 | | 34* | | { 15 | | 15 | | { 22 | | 22 | |
| W | E | E | K | 2 | TOTAL AUDIENCE (Households (000) & %) | | { 7,580 9.3 | | GUIDING LIGHT (OP) | | { 3,340 4.1 | | TATTLETALES (S)(OP) | | { 10,680 13.1 | | CBS EVENING NEWS- RATHER | |
| | | | | | CBS TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 5,950 7.3 | | 7.1* | | { 2,770 3.4 | | 3.4 | | { 9,210 11.3 | | 11.3 | |
| | | | | | SHARE OF AUDIENCE % | | { 25 | | 25* | | { 12 | | 12 | | { 25 | | 25 | |
| W | E | E | K | 2 | TOTAL AUDIENCE (Households (000) & %) | | { 5,130 6.3 | | CHIPS M-F | | { 8,480 10.4 | | NBC NIGHTLY NEWS | | { 11.1 | | 11.4 | |
| | | | | | NBC TV | | | | | | | | | | | | | |
| | | | | | AVERAGE AUDIENCE (Households (000) & %) | | { 3,590 4.4 | | 4.1* | | { 7,250 8.9 | | 8.9 | | { 8.7 | | 9.2 | |
| | | | | | SHARE OF AUDIENCE % | | { 15 | | 14* | | { 20 | | 20 | | { 8.7 | | 9.2 | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|-------|
| TV HOUSEHOLDS USING TV | WK 1 | WK 2 | WK 3 | WK 4 | WK 5 | WK 6 | WK 7 | WK 8 | WK 9 | WK 10 | WK 11 | WK 12 | WK 13 | WK 14 | WK 15 | WK 16 | WK 17 | WK 18 | WK 19 | WK 20 | WK 21 | WK 22 | WK 23 | WK 24 | WK 25 | WK 26 | WK 27 | WK 28 | WK 29 | WK 30 | WK 31 | WK 32 | WK 33 | WK 34 | WK 35 | WK 36 | WK 37 | WK 38 | WK 39 | WK 40 | WK 41 | WK 42 | WK 43 | WK 44 | WK 45 | WK 46 | WK 47 | WK 48 | WK 49 | WK 50 | WK 51 | WK 52 | | | | | | | | | |
| (See Def 1) | 28.2 | 28.7 | 28.9 | 29.4 | 29.0 | 30.6 | 31.3 | 32.8 | 34.1 | 35.7 | 37.2 | 39.0 | 41.8 | 44.0 | 45.2 | 46.4 | 47.6 | 48.8 | 50.0 | 51.2 | 52.4 | 53.6 | 54.8 | 56.0 | 57.2 | 58.4 | 59.6 | 60.8 | 62.0 | 63.2 | 64.4 | 65.6 | 66.8 | 68.0 | 69.2 | 70.4 | 71.6 | 72.8 | 74.0 | 75.2 | 76.4 | 77.6 | 78.8 | 80.0 | 81.2 | 82.4 | 83.6 | 84.8 | 86.0 | 87.2 | 88.4 | 89.6 | 90.8 | 92.0 | 93.2 | 94.4 | 95.6 | 96.8 | 98.0 | 99.2 | 100.0 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 2-6, 1982

| TIME | 7 00 | 7 15 | 7 30 | 7 45 | 8 00 | 8 15 | 8 30 | 8 45 | 9 00 | 9 15 | 9 30 | 9 45 | 10 00 | 10 15 | 10 30 | 10 45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

| | | | | | | | | | | | | | | | | | |
|-----------------------|--|---|--|-------------------------------------|---------------------------------------|---------------------------------------|-------------------------------------|--|--|--|--|--|--|--|--|--|--|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,360 2.9 | 2,610 3.2 | 2,770 3.4 | 4,400 5.5 | | | | | | | | | | |
| | ABC TV | | | SUPERFRIENDS (OP) | THUNDARR THE BARBARIAN (OP) | GOLDIE GOLD/ ACTION JACK (OP) | LAVERNE AND SHIRLEY | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 1,870 2.3 | 2,280 2.8 | 2,280 2.8 | 3,340 4.1 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 25 2.1 | 19 2.6 | 17 2.7 | 21 2.9 | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | | 1,300 1.8 | 1,960 2.4 | 3,100 3.8 | 4,400 5.4 | | | | | | | | | | |
| | CBS TV | | | POPEYE/OLIVE COMEDY SHOW (OP) | TARZAN/L RANGER/ ZORRO HR1 (OP) | TARZAN/L RANGER/ ZORRO HR2 (OP) | BUGS BUNNY/ROAD RUNNER 1 (OP) | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 1,140 1.4 | 1,550 1.9 | 2,360 2.9 | 3,500 4.3 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 13 1.3 | 13 1.5 | 17 1.6 | 22 2.1 | | | | | | | | | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,930 3.6 | 5,220 6.4 | 8,680 8.2 | 5,130 6.3 | | | | | | | | | | |
| | NBC TV | | | FLINTSTONE'S COMEDY SHW2 (OP) | SMURFS I | SMURFS II (OP) | KID SUPER POWER I | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,360 2.9 | 4,480 5.5 | 5,460 6.7 | 4,400 5.4 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 31 2.5 | 41 3.3 | 43 5.0 | 28 5.4 | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|-----------------------|--|---|--|-------------------------------------|---------------------------------------|---------------------------------------|-------------------------------------|--|--|--|--|--|--|--|--|--|--|
| W E E K 4 | TOTAL AUDIENCE (Households (000) & %) | { | | 1,550 1.9 | 2,120 2.6 | 3,750 4.6 | 4,240 5.2 | | | | | | | | | | |
| | ABC TV | | | SUPERFRIENDS (OP) | THUNDARR THE BARBARIAN (OP) | GOLDIE GOLD/ ACTION JACK (OP) | LAVERNE AND SHIRLEY | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 1,300 1.6 | 1,790 2.2 | 2,850 3.5 | 3,670 4.5 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 16 1.4 | 13 1.8 | 19 2.1 | 23 2.3 | | | | | | | | | | |
| W E E K 5 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,450 3.0 | 2,690 3.3 | 2,850 3.5 | 5,130 6.3 | | | | | | | | | | |
| | CBS TV | | | POPEYE/OLIVE COMEDY SHOW (OP) | TARZAN/L RANGER/ ZORRO HR1 (OP) | TARZAN/L RANGER/ ZORRO HR2 (OP) | BUGS BUNNY/ROAD RUNNER 1 (OP) | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 2,040 2.5 | 2,360 2.9 | 2,360 2.9 | 4,160 5.1 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 23 2.0 | 21 2.9 | 16 3.0 | 25 5.5 | | | | | | | | | | |
| W E E K 6 | TOTAL AUDIENCE (Households (000) & %) | { | | 2,690 3.3 | 4,650 5.7 | 6,440 7.9 | 5,130 6.3 | | | | | | | | | | |
| | NBC TV | | | FLINTSTONE'S COMEDY SHW2 (OP) | SMURFS I | SMURFS II (OP) | KID SUPER POWER I | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | | 1,630 2.0 | 3,830 4.7 | 5,790 7.1 | 4,160 5.1 | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. | { | | 21 1.6 | 37 2.5 | 42 4.1 | 26 5.3 | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV | WK 1 | 5.3 | 5.8 | 7.3 | 8.7 | 9.7 | 11.7 | 13.6 | 15.3 | 16.3 | 16.9 | 18.6 | 20.4 | 20.2 | 21.1 | 22.4 | 22.7 |
| (See Def 1) | WK 2 | 5.2 | 5.9 | 7.2 | 8.1 | 9.7 | 11.9 | 13.3 | 14.8 | 17.3 | 18.7 | 19.9 | 20.7 | 21.0 | 21.4 | 21.3 | 22.2 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|-----------------------|--|---|-------------------------------------|---------------------------|------------------------------|--------------------------------------|--|----------------|------|-----|-----|-----|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | { | 5,130 6.3 | 5,300 6.5 | 5,220 6.4 | 6,280 7.7 | AMERICAN BANDSTAND '82 | | | | | |
| | ABC TV | | FONZ AND HAPPY DAYS GANG | HEATHCLIFF & MARMADUKE | ABC WEEKEND SPECIALS | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,320 5.3 | 4,320 5.3 | 4,160 5.1 | 3,910 4.8 | 4.5* | 5.1* | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 25 5.2 | 23 5.5 | 21 5.3 | 19 5.0 | 18* | 21* | 4.4 | 4.7 | 5.2 | 4.9 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 6,600 8.1 | 4,730 5.8 | 3,750 4.6 | 4,650 5.7 | 3,100 3.8 | 2,850 3.5 | | | | |
| | CBS TV | | BUGS BUNNY/ROAD RUNNER 4 (OP) | BLACKSTAR (OP) | TROLLKINS (OP) | TOM AND JERRY COMEDY SHOW (OP) | KWICKY KOALA SHOW (OP) | 30 MINUTES | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,970 6.1 | 3,750 4.8 | 2,850 3.5 | 3,670 4.5 | 2,770 3.4 | 2,200 2.7 | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 27 6.2 | 19 6.0 | 15 4.9 | 19 4.3 | 13 3.6 | 11 3.3 | 2.8 | 2.5 | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | { | 3,910 4.8 | 3,500 4.3 | 3,260 4.0 | 1,960 2.4 | 4,730 5.8 | 11,820 14.5 | | | | |
| | NBC TV | | SPACE STARS I | SPACE STARS II (OP) | DAFFY/SPEEDY SHOW (OP) | SPORT BILLY | (1) NBC MAJOR LEAGUE BASEBALL (-OP) CLEVELAND VS MILWAUKEE LOS ANGELES VS ATLANTA(OP) (2:17-5:00PM) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,180 3.9 | 3,020 3.7 | 2,610 3.2 | 1,550 1.9 | 4,320 5.3 | 5,380 6.6 | 6.7* | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 18 4.0 | 16 3.8 | 13 3.8 | 8 3.7 | 21 5.2 | 23 6.2 | 24* | 6.8 | 6.6 | |

| | | | | | | | | | | | | | | | | |
|-----------------------|--|---|-------------------------------------|---------------------------|--|--------------------------------------|---------------------------------|--------------|--|--|--|------|-----|-----|--|--|
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 4,650 5.7 | 5,220 6.4 | 4,650 5.7 | 5,710 7.0 | 17,200 21.1 | | | | | | | | | |
| | ABC TV | | FONZ AND HAPPY DAYS GANG | HEATHCLIFF & MARMADUKE | ABC WEEKEND SPECIALS ZACH & THE MAGIC FACTORY, PART 1 | AMERICAN BANDSTAND '82 | | | | ABC WIDE WORLD-SPORTS SAT (1:00-5:22PM) | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 3,910 4.8 | 4,400 5.4 | 3,910 4.8 | 3,260 4.0 | 3.8* | 4.3* | 5,950 7.3 | 6.8* | 7.8* | 7.7* | 7.9 | 7.5 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 23 4.4 | 23 5.2 | 19 4.9 | 15 3.9 | 15 * | 16 * | 25 6.5 | 26 * | 28 * | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 6,360 7.8 | 4,730 5.8 | 3,750 4.6 | 4,560 5.6 | 4,480 5.5 | 2,930 3.6 | 5,140 6.8 | | | | | | | |
| | CBS TV | | BUGS BUNNY/ROAD RUNNER 4 (OP) | BLACKSTAR (OP) | TROLLKINS (OP) | TOM AND JERRY COMEDY SHOW (OP) | KWICKY KOALA SHOW (OP) | 30 MINUTES | US CLAY COURT TENNIS SAT (2:30-4:30PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,220 6.4 | 3,830 4.7 | 3,100 3.8 | 3,500 4.3 | 3,590 4.4 | 2,360 2.9 | 2,120 2.6 | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 24 6.4 | 20 6.3 | 16 4.8 | 18 4.6 | 17 4.4 | 10 3.0 | 9 2.7 | 10 * | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | { | 4,510 4.4 | 4,080 5.0 | 3,750 4.6 | 3,180 3.9 | 3,340 4.1 | | | | | | | | | |
| | NBC TV | | SPACE STARS I | SPACE STARS II (OP) | DAFFY/SPEEDY SHOW (OP) | SPORT BILLY | NBC MAJOR LEAGUE PRE GAME | | | | NBC MAJOR LEAGUE BASEBALL CH. CAGO WHITE SOX VS BOSTON TEXAS VS NEW YORK YANKEES MULTI-SEGMENT TELECAST | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | { | 4,040 4.7 | 3,100 3.8 | 2,850 3.5 | 2,610 3.2 | 3,020 3.7 | 4,480 5.5 | 5.2* | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. | % | 17 3.7 | 16 3.6 | 15 3.9 | 13 3.8 | 14 3.7 | 18 4.2 | 18 * | 5.4 | | | | | | |

| | | | | | | | | | | | | | | | | |
|------------------------------|--------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV WK. 1 | (See Def. 1) | WK. 2 | 24.1 | 23.7 | 23.2 | 23.9 | 24.1 | 24.5 | 25.3 | 25.3 | 25.5 | 26.0 | 25.5 | 27.3 | 28.0 | 28.0 |
| | | | 23.8 | 23.7 | 23.6 | 24.2 | 23.6 | 24.2 | 24.9 | 25.8 | 26.3 | 26.6 | 27.5 | 28.8 | 29.1 | 29.1 |

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A

DAY SAT. AUG. 7, 1982

DAY SAT. AUG. 7, 1982

DAY SUN. AUG. 8, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 1, 1982

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | | | | | | | |
|--------|---|--|---------------|--|---|--|--------------------------|--|-------|--|------|--|------|--|--|--|---------------------------------------|--|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | 4,320 5.3 | | 9,780 12.0 | | NATIONAL TV LEVEL | | | | | | | | | | 4,300 6.5 ALL WEEK NEWS DEAN | |
| | ABC TV | | SPORTSBEAT | | | | | | | | | | | | | | 4,790 5.8 15 5.1 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 3,260 4.0 | | 4,080 5.0 | | 4.7* | | 4.9* | | 5.1* | | 5.3* | | | | 5.4 | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 12 3.9 | | 15 4.4 | | 14* | | 15* | | 15* | | 16* | | | | 5.4 | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | 8,390 10.3 | | CANADIAN OPEN GOLF-SUN (2:00-4:03PM) (OP) | | | | | | | | | | 6,500 8.2 CBS EVEN NG NEWS DEAN | | 5,870 7.2 18 6.6 | |
| | CBS TV | | | | TALLADega 100 (4:00-5:00PM) (OP) | | | | | | | | | | | | 7.9 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 4,080 5.0 | | 3.6* | | 4.8* | | 5.6* | | 5.7* | | | | | | 6.6 | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 15 3.4 | | 11* | | 15* | | 17* | | 17* | | | | | | 7.9 | |
| WEEK 3 | TOTAL AUDIENCE (Households (000) & %) | | 9,130 11.2 | | SPORTSWORLD | | | | | | | | | | 6,110 7.5 NBC NIGHTLY NEWS-SUN | | 5,130 6.3 16 6.3 | |
| | NBC TV | | | | | | | | | | | | | | | | 6.4 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 4,810 5.9 | | 6.0* | | 6.2* | | 5.4* | | | | | | | | 6.4 | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 18 5.5 | | 19* | | 19* | | 16* | | | | | | | | 6.4 | |
| WEEK 4 | TOTAL AUDIENCE (Households (000) & %) | | 4,580 5.6 | | 11,650 14.3 | | NAT'L LONG DRIVING CHAMP | | | | | | | | | | 6,030 7.4 18 7.7 | |
| | ABC TV | | | | PGA CHAMPIONSHIP-SUN (3:30-7:04PM) (OP) | | | | | | | | | | | | 7.0 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 3,420 4.2 | | 4,970 6.1 | | 5.6* | | 5.4* | | 5.6* | | 6.5* | | 6.8* | | 6.8* | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 14 4.2 | | 17 5.4 | | 18* | | 16* | | 17* | | 18* | | 17* | | 6.7 | |
| WEEK 5 | TOTAL AUDIENCE (Households (000) & %) | | 8,310 10.2 | | US CLAY COURT TENNIS-SUN (2:00-5:13PM) (OP) | | | | | | | | | | 8,390 10.3 CBS EVENING NEWS-DEAN | | 6,030 7.4 18 7.7 | |
| | CBS TV | | | | CBS SPORTS SUNDAY (5:13-6:05PM) (OP) | | | | | | | | | | | | 7.0 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5,380 6.6 | | 3.1* | | 4.2* | | 5.380 | | 6.6 | | 7.1* | | | | 6,030 | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 11 3.4 | | 9* | | 12* | | 19 | | 19 | | 20* | | | | 7.0 | |
| WEEK 6 | TOTAL AUDIENCE (Households (000) & %) | | 9,780 12.0 | | SPORTSWORLD | | | | | | | | | | 6,440 7.9 NBC NIGHTLY NEWS-SUN | | 5,540 6.8 16 6.8 | |
| | NBC TV | | | | | | | | | | | | | | | | 6.8 | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5,130 6.3 | | 5.4* | | 6.5* | | 6.8* | | | | | | | | 6.8 | |
| | SHARE OF AUDIENCE % AVG AUD BY 1/4 HR % | | 19 5.1 | | 16* | | 19* | | 20* | | | | | | | | 6.8 | |

| TV HOUSEHOLDS USING TV | WK 1 | WK 2 | 31.8 | 32.8 | 32.3 | 33.4 | 32.3 | 32.6 | 33.1 | 33.7 | 34.6 | 35.2 | 34.7 | 35.7 | 37.9 | 39.9 | 39.4 | 41.2 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| (See Def. 1) | | | 30.1 | 31.2 | 31.6 | 31.6 | 32.5 | 33.4 | 34.6 | 35.1 | 35.4 | 35.1 | 35.3 | 37.0 | 40.2 | 42.2 | 41.9 | 42.9 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 8, 1982

1950 NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | |
|---------------------------------|---------|------------------|----------------------------------|---------------------|------|---------------------|------|------------|-------------------------------|-----------------------|---------------------|--------|------------------|-------|------------|------------------------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD BY 1/4 HR % | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG AUD BY 1/4 HR % | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | | | | |
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC ABC MONDAY NIGHT BASEBALL | 2 | 8:30-11:43PM | -GRID 11.00 11.15 11.30 | | | | | | | | 20,950 | 25.7 | 9,700 | 12.9 | | | |
| | | | | | | | | | | | | | | 12.4* | 25* | 12.0 | |
| | | | | | | | | | | | | | | | | 11.7 | |
| CBS MISS UNIVERSE PAGEANT(S) | 1 | 9:00-11:06PM | -GRID 11.00 | 31,460 | 38.6 | 20,130 | 24.7 | 43 | 29.3 | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| NBC NBC MAJOR LGE. PRE-TUE.(S) | 2 | 8:00- 8:18PM | -GRID 8.15 | | | | | | | 6,030 | 7.4 | 5,710 | 7.0 | 16 | | 6.5 | |
| NBC NBC NEWS CAPSULE-2-TUE(SUS) | 1 | 9:58- 9:59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC GREATEST AMERICAN HERO | 1 | 8:41- 9:41PM | -GRID 9.30 | 14,670 | 18.0 | 10,270 | 12.6 | 23 | 14.8 | | | | | | | | |
| ABC FALL GUY | 1 | 9:41-10:41PM | -GRID 10.30 | 17,030 | 20.9 | 12,310 | 15.1 | 27 | 16.1 | | | | | | | | |
| ABC DYNASTY | 1 | 10:41-11:41PM | -GRID 11.00 11.15 | 13,690 | 16.8 | 9,210 | 11.3 | 22 | 11.5 10.9 | | | | | | | | |
| | | | | | | | | 11.2* | 22* | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| CBS BLIND AMBITION-PART 2(S) | 1 | 8:39-11:34PM | -GRID 11.00 11.15 11.30 | 17,600 | 21.6 | 8,970 | 11.0 | 20 | 11.7 12.4 12.6 13.0 | | | | | | | | |
| | | | | | | | | 12.5* | 24* | | | | | | | | |
| NBC QUINCY, M.E. | 1 | 10:30-11:30PM | -GRID 11.00 11.15 | 15,240 | 18.7 | 11,000 | 13.5 | 26 | 14.8 13.7 | | | | | | | | |
| | | | | | | | | 14.3* | 28* | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | 2 | 8:30- 8:32PM | 8.30 | | | | | | | 7,500 | 9.2 | 7,420 | 9.1 | 21 | 9.1 | | |
| | 1 | 8:58- 8:59PM | 8.45 | 9,450 | 11.6 | 9,450 | 11.6 | 24 | 11.6 | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT | | 9:58- 9:59PM | 9.45 | 11,650 | 14.3 | 11,650 | 14.3 | 28 | 14.3 | 13,770 | 16.9 | 13,770 | 16.9 | 35 | 16.9 | | |
| CBS NEWSBREAK-SAT. | 1 | 8:28- 8:29PM | 8.15 | 7,740 | 9.5 | 7,740 | 9.5 | 21 | 9.5 | | | | | | | | |
| | 2 | 8:57- 8:59PM | 8.45 | | | | | | | 7,820 | 9.6 | 7,660 | 9.4 | 21 | 9.4 | | |
| NBC NBC NEWS CAPSULE-SAT | | 8:58- 8:59PM | 8.45 | 7,250 | 8.9 | 7,250 | 8.9 | 19 | 8.9 | 5,300 | 6.5 | 5,300 | 6.5 | 14 | 6.5 | | |
| NBC NBC NEWS CAPSULE-2-SAT(SUS) | | 9:58- 9:59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC PGA CHAMPIONSHIP-SUN(S) | 2 | 3:30- 7:04PM | -GRID 7.00 | | | | | | | 11,650 | 14.3 | 4,970 | 6.1 | 17 | | 6.8 | |
| ABC ABC SPORTS UPDATE-SUN | 1 | 7:55- 7:57PM | 7.45 | 6,440 | 7.9 | 6,360 | 7.8 | 16 | 7.8 | | | | | | | | |
| | 2 | 7:59- 8:01PM | 7.45 8.00 | | | | | | | 7,420 | 9.1 | 7,170 | 8.8 | 19 | 8.7 9.0 | | |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | | WEEK 2 | | | | | | | |
|---------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|------------|-------------------------|-----------------------|---------------------|------|------------------|---------------------|-----|-------------------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | HOUSEHOLDS (000) | % | | |
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC SUNDAY NIGHT MOVIE | 1 | 8.30-11.17PM | -GRID | 22,580 | 27.7 | 12,060 | 14.8 | 27 | | | 21,190 | 26.0 | 9,700 | 11.9 | 23 | | |
| | 2 | 9.00-11.55PM | -GRID | | | | | | 15.9 | | | | | | | | |
| | | | 11.15 | | | | | | | | | | | 12.9* | 34* | 12.1 | |
| | | | 11.45 | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 9.57- 9.58PM | 9.45 | 12,310 | 15.1 | 12,310 | 15.1 | 27 | 15.1 | | 9,210 | 11.3 | 9,210 | 11.3 | 20 | 11.3 | |
| | 2 | 10.04-10.05PM | 10.00 | | | | | | | | 10,600 | 13.0 | 10,600 | 13.0 | 25 | 13.0 | |
| CBS NEWSBREAK-SUN. | | 8.58- 8.59PM | 8.45 | 10,350 | 12.7 | 10,350 | 12.7 | 24 | 12.7 | | 9,210 | 11.3 | 9,210 | 11.3 | 21 | 11.3 | |
| NBC NBC NEWS CAPSULE-SUN | | 8.58- 8.59PM | 8.45 | 7,740 | 9.5 | 7,740 | 9.5 | 18 | 9.5 | | 9,780 | 12.0 | 9,780 | 12.0 | 21 | 12.0 | |
| NBC NBC NEWS CAPSULE-2-SUN. | 2 | 9.41- 9.42PM | 9.30 | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-SUN(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | > | 8.15 | 10,510 | 12.9 | 10,600 | 13.0 | 24 | 8.9 | M-F | 11,000 | 13.5 | 11,000 | 13.5 | 25 | 8.6 | |
| | | | 9.45 | | | | | | 13.6 | TUTHF | | | | | | 15.0 | |
| | | | 10.00 | | | | | | | | | | | | | 14.0 | |
| | | | 10.30 | | | | | | 14.1 | WED. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-MON | 1 | 11.30-12.04AM | 11.30 | 5,300 | 6.5 | 3,670 | 4.5 | 13 | 4.8 | MON. | | | | | | | |
| | | | 11.45 | | | | | | 4.1 | MON. | | | | | | | |
| | | | 12.00 | | | | | | 4.5 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-T-F | 1 | 11.30-12.00MD | 11.30 | 6,030 | 7.4 | 4,810 | 5.9 | 16 | 6.6 | TUTHF | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|---------------------------|---|---------------|-------|-------|-----|-------|-----|----|------|-------|-------|-----|-------|-----|----|-----|------|
| | 2 | | 11.30 | | | | | | | | 6,280 | 7.7 | 4,890 | 6.0 | 17 | 6.9 | TU-F |
| | | | 11.45 | | | | | | 5.2 | TUTHF | | | | | | 5.3 | TU-F |
| | | | 12.00 | | | | | | | | | | | | | 5.6 | TUE. |
| ABC ABC MOVIE OF THE WEEK | 1 | 12.04- 1.15AM | 12.00 | 4,080 | 5.0 | 2,040 | 2.5 | 10 | 3.5 | MON. | | | | | | | |
| | | | 12.15 | | | | | | 3.2* | 11* | | | | | | | |
| | | | 12.30 | | | | | | 2.4 | MON. | | | | | | | |
| | | | 12.45 | | | | | | 2.2* | 9* | | | | | | | |
| | | | 1.00 | | | | | | 1.7 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE(B) | 1 | 12.11-12.41AM | 12.00 | 4,480 | 5.5 | 3,500 | 4.3 | 16 | 5.2 | WED. | | | | | | | |
| | | | 12.15 | | | | | | 4.5 | WED. | | | | | | | |
| | | | 12.30 | | | | | | 3.6 | WED. | | | | | | | |
| ABC FANTASY ISLAND-12.00 | 1 | 12.00- 1.09AM | 12.00 | 4,480 | 5.5 | 2,770 | 3.4 | 14 | 3.3 | TUE. | | | | | | | |
| | 2 | 12.07- 1.15AM | 12.00 | | | | | | | | 4,810 | 5.9 | 3,100 | 3.8 | 17 | 3.5 | TUE. |
| | | | 12.15 | | | | | | 3.2* | 11* | | | | | | 3.5 | TUE. |
| | | | 12.30 | | | | | | 3.5 | TUE. | | | | | | 4.1 | TUE. |
| | | | 12.45 | | | | | | 3.7 | TUE. | | | | | | 4.2 | TUE. |
| | | | 1.00 | | | | | | 3.2 | TUE. | | | | | | 3.7 | TUE. |
| ABC FRIDAYS | 1 | 12.00- 1.11AM | 12.00 | 5,870 | 7.2 | 3,180 | 3.9 | 14 | 3.9 | FRI. | | | | | | | |
| | | | 12.15 | | | | | | 3.9* | 13* | | | | | | | |
| | | | 12.30 | | | | | | 4.3 | FRI. | | | | | | | |
| | | | 12.45 | | | | | | 4.0* | 15* | | | | | | | |
| | | | 1.00 | | | | | | 3.7 | FRI. | | | | | | | |
| ABC LOVE BOAT-12.00 | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 4,400 | 5.4 | 2,610 | 3.2 | 13 | 3.0 | WED. |
| | | | 12.15 | | | | | | | | | | | | | 2.8 | WED. |
| | | | 12.30 | | | | | | | | | | | | | 3.1 | WED. |
| | | | 12.45 | | | | | | | | | | | | | 3.7 | WED. |
| | | | 1.00 | | | | | | | | | | | | | 3.6 | WED. |

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | | | | WEEK 2 | | | | | | | |
|------------------------------|---------|------------------|--|---------------------|------|---------------------|------|---|--|---|---------------------|--------|------------------|-------------|-----------|--|--|--|--|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY % HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD.BY % HR | TELE- CAST DAYS | | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | | | | | | |
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | | | |
| ABC PGA CHAMPIONSHIP-FRI(S) | 2 | 12.00-12.30AM | 12.00 12.15 | | | | | | | | 2,770 | 3.4 | 2,280 | 2.8 | 10 | 3.2 2.3 | FRI. FRI. | | |
| ABC VEGA\$-12.00 | | 12.00- 1.09AM | 12.00 12.15 12.30 12.45 1.00 | 3,990 | 4.9 | 2,280 | 2.8 | 11 2.4* 8* | 2.4 2.4 3.2 3.2 3.0 | THU. THU. THU. THU. THU. | 4,890 | 6.0 | 3,020 | 3.7 3.4* | 15 12* | 3.3 3.5 4.1 4.0 3.5 | THU. THU. THU. THU. THU. | | |
| ABC LOVE BOAT-12.00 | 1 | 12.41- 1.50AM | 12.30 12.45 1.00 1.15 1.30 1.45 | 3,590 | 4.4 | 2,530 | 3.1 | 16 3.4* 18* 3.2* 20* | 2.2 2.6 3.5 3.3 3.4 2.5 | WED. WED. WED. WED. WED. FRI. | | | | | | | | | |
| ABC FRIDAYS-PART 2 | 1 | 1.11- 1.20AM | 1.00 1.15 | 3,020 | 3.7 | 2,530 | 3.1 | 14 | 3.3 2.9 | FRI. FRI. | | | | | | | | | |
| | 1 | 1.20- 1.29AM | (SUS) | | | | | | | | | | | | | | | | |
| ABC ABC MOVIE OF THE WEEK-2 | 1 | 1.15- 1.27AM | 1.15 | 1,060 | 1.3 | 1,140 | 1.4 | 9 | 1.4 | MON. | | | | | | | | | |
| | 1 | 1.27- 2.15AM | (SUS) | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-MON | 2 | 2.05- 2.35AM | 2.00 2.15 | | | | | | | | 2,040 | 2.5 | 1,790 | 2.2 | 18 | 2.5 2.1 | MON. MON. | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | 2.30 | | | | | | | | | | | | | 2.1 | MON. | | |
| CBS NEWSBREAK-M-F | > | | 8.15 8.45 9.30 | 9,130 | 11.2 | 8,800 | 10.8 | 21 | 14.5 10.7 9.2 | M-F TUTHF WED. | 8,480 | 10.4 | 8,480 | 10.4 | 21 | 11.1 10.2 | M-F TU-F | | |
| CBS LATE MOVIE I | > | | 11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 | 7,820 | 9.6 | 4,970 | 6.1 | 21 6.5* 18* 6.3 6.1 5.8 5.3 4.1 4.1* | 6.6 6.6 6.3 6.1 5.8 5.3 4.1 4.0 | M-F MTUTHF M-F M-F M-F M-F WED. WED. | 7,660 | 9.4 | 4,970 | 6.1 6.6* | 20 18* | 6.6 6.4 6.2 5.9 5.5 5.2 | M-F M-F M-F M-F M-F M-F | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | > | | 12.30 12.45 1.00 1.15 1.30 1.45 2.00 | 4,560 | 5.6 | 3,500 | 4.3 | 23 4.4* 25* 3.6* 23* | 4.6 4.6 4.4 4.3 4.0 3.6 3.2 | M-F MTUTHF M-F M-F M & W M & W WED. | 4,400 | 5.4 | 3,340 | 4.1 3.4* | 22 16* | 4.4 4.6 4.1 3.6 3.6 | M-F M-F M-F M-F FRI. | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-M-F | 2 1 | > > | 8.15 8.45 9.00 9.15 | 7,660 | 9.4 | 7,660 | 9.4 | 18 | 9.3 8.0 12.5 | M-F M-F M-F | 6,760 | 8.3 | 6,760 | 8.3 | 17 | 5.7 9.8 6.2 | M-F M-F FRI. | | |
| NBC NBC NEWS CAPSULE-2-M-F | > | | 9.45 10.15 | 7,170 | 8.8 | 7,170 | 8.8 | 16 | 8.4 9.5 | M-F WED. | 6,930 | 8.5 | 6,930 | 8.5 | 16 | 8.5 | M-F | | |

| | | | | WEEK 1 | | | | | | WEEK 2 | | | | | | | |
|------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|------------|-------------------------|-----------------------|---------------------|------|------------------|------|-----|-------------------------|-----------------------|
| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE- CAST DAYS |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | SHARE % | | | | |
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC TONIGHT SHOW | > | | 11.30 | 8,640 | 10.6 | 5,300 | 6.5 | 21 | 7.6 | M-F | 8,720 | 10.7 | 5,130 | 6.3 | 20 | 7.3 | M-F |
| | | | 11.45 | | | | 7.3* | 20* | 7.0 | MTUTHF | | | | 7.0* | 19* | 6.7 | M-F |
| | | | 12.00 | | | | | | 6.5 | M-F | | | | | | 6.2 | M-F |
| | | | 12.15 | | | | 6.0* | 20* | 5.6 | M-F | | | | 5.6* | 20* | 5.0 | M-F |
| | | | 12.30 | | | | | | 6.2 | WED. | | | | | | | |
| | | | 12.45 | | | | 5.6* | 24* | 4.9 | WED. | | | | | | | |
| NBC DAVID LETTERMAN I | > | | 12.30 | 3,180 | 3.9 | 2,610 | 3.2 | 15 | 3.4 | M-TH | 3,020 | 3.7 | 2,280 | 2.8 | 13 | 3.2 | M-TH |
| | | | 12.45 | | | | | | 2.9 | MTUTH | | | | | | 2.5 | M-TH |
| | | | 1.00 | | | | | | 3.5 | WED. | | | | | | | |
| | | | 1.15 | | | | | | 3.3 | WED. | | | | | | | |
| NBC SCTV NETWORK | | 12.30- 2.00AM | 12.30 | 5,950 | 7.3 | 2,850 | 3.5 | 16 | 4.4 | FRI. | 5,710 | 7.0 | 2,770 | 3.4 | 18 | 4.4 | FRI. |
| | | | 12.45 | | | | 4.2* | 16* | 4.0 | FRI. | | | | 4.1* | 18* | 3.8 | FRI. |
| | | | 1.00 | | | | | | 3.8 | FRI. | | | | | | 3.3 | FRI. |
| | | | 1.15 | | | | 3.7* | 17* | 3.6 | FRI. | | | | 3.2* | 17* | 3.1 | FRI. |
| | | | 1.30 | | | | | | 2.8 | FRI. | | | | | | 2.9 | FRI. |
| | | | 1.45 | | | | 2.6* | 15* | 2.4 | FRI. | | | | 2.8* | 20* | 2.7 | FRI. |
| NBC DAVID LETTERMAN II | > | | 1.00 | 2,280 | 2.8 | 1,960 | 2.4 | 15 | 2.5 | M-TH | 1,960 | 2.4 | 1,630 | 2.0 | 12 | 2.1 | M-TH |
| | | | 1.15 | | | | | | 2.1 | MTUTH | | | | | | 1.8 | M-TH |
| | | | 1.30 | | | | | | 2.9 | WED. | | | | | | | |
| | | | 1.45 | | | | | | 2.2 | WED. | | | | | | | |
| NBC NBC NEWS OVERNIGHT-M-F | > | | 1.30 | 1,390 | 1.7 | 1,140 | 1.4 | 11 | 1.4 | M-F | 1,550 | 1.9 | 1,140 | 1.4 | 12 | 1.4 | M-F |

| | | | | | | | | | | | | | | | | | |
|--------------------------------|---|---------------|-------|-------|-----|-------|------|-------|-----|-------|-------|-----|-------|------|-----|-----|------|
| | | | 1.45 | | | | 1.4* | 11* | 1.4 | MTUTH | | | | 1.4* | 11* | 1.3 | M-TH |
| | | | 2.00 | | | | 1.5 | W & F | 1.5 | W & F | | | | 1.2 | M-F | | |
| | | | 2.15 | | | | 1.4* | 11* | 1.4 | W & F | | | | 1.7* | 15* | 1.7 | M-F |
| | | | 2.30 | | | | | | 1.2 | WED. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS THIS MORNING-645 | | 6.45- 7.00AM | 6.45 | 1,550 | 1.9 | 1,390 | 1.7 | 20 | 1.7 | M-F | 1,470 | 1.8 | 1,390 | 1.7 | 20 | 1.7 | M-F |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,340 | 9.0 | 7,090 | 8.7 | 28 | 8.7 | M-F | 7,660 | 9.4 | 7,340 | 9.0 | 29 | 9.0 | M-F |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |
| CBS SUMMER SEMESTER-MWF(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| CBS SUMMER SEMESTER-TTH(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| CBS CAPTAIN KANGAROO | | 6.30- 7.00AM | 6.30 | 490 | .8 | << | << | << | << | M-F | 410 | .5 | << | << | << | << | M-F |
| | | | 6.45 | | | | | | | M-F | | | | | | | M-F |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 5,790 | 7.1 | 5,620 | 6.9 | 27 | 6.9 | M-F | 5,870 | 7.2 | 5,620 | 6.9 | 27 | 6.9 | M-F |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 4,970 | 6.1 | 4,810 | 5.9 | 20 | 5.9 | M-F | 5,460 | 6.7 | 5,050 | 6.2 | 21 | 6.2 | M-F |
| CBS AFTERNOON PLAYHOUSE-TUE(S) | 2 | 4.30- 5.30PM | 4.30 | | | | | | | | 6,030 | 7.4 | 3,500 | 4.3 | 14 | 3.7 | TUE. |
| | | | 4.45 | | | | | | | | | | | 3.7* | 12* | 3.8 | TUE. |
| | | | 5.00 | | | | | | | | | | | | | 4.6 | TUE. |
| | | | 5.15 | | | | | | | | | | | | | 5.3 | TUE. |
| NBC EARLY TODAY M-F | | 6.30- 6.55AM | 6.30 | 1,220 | 1.5 | 980 | 1.2 | 15 | 1.1 | M-F | 900 | 1.1 | 820 | 1.0 | 13 | .9 | M-F |
| | | | 6.45 | | | | | | 1.4 | M-F | | | | | | 1.0 | M-F |

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 | | | | | | WEEK 2 | | | | | |
|-------------------------------|---------|------------------|-----------------|---------------------|-----|---------------------|-----|------------|-------------------------|-----------------------|---------------------|------|---------------------|-----|------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY % HR | TELE- CAST DAYS | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % |
| DAY SATURDAY | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.30AM | 8.15 | 2,200 | 2.7 | 1,960 | 2.4 | 24 | 2.4 | | 1,630 | 2.0 | 1,300 | 1.6 | 15 |
| ABC SCHOOLHOUSE ROCK-8.55AM | | 8.55- 8.59AM | 8.45 | 2,530 | 3.1 | 2,450 | 3.0 | 20 | 3.0 | | 2,690 | 3.3 | 2,280 | 2.8 | 20 |
| ABC SCHOOLHOUSE ROCK-9.25AM | | 9.25- 9.29AM | 9.15 | 3,020 | 3.7 | 2,450 | 3.0 | 18 | 3.0 | | 3,260 | 4.0 | 2,930 | 3.6 | 19 |
| ABC DEAR ALEX & ANNIE-10.56AM | | 10.56-10.59AM | 10.45 | 3,830 | 4.7 | 3,500 | 4.3 | 19 | 4.3 | | 2,930 | 3.6 | 2,770 | 3.4 | 15 |
| ABC ABC WIDE WORLD-SPORTS SAT | 2 | 1.30- 5.22PM | -GRID 5.15 | | | | | | | | 17,200 | 21.1 | 5,950 | 7.3 | 25 |
| | | | | | | | | | | | | | 8.8* | 28* | 8.5 |
| CBS SUMMER SEMESTER-SAT(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 1,630 | 2.0 | 1,470 | 1.8 | 15 | 1.8 | | 2,690 | 3.3 | 2,530 | 3.1 | 26 |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 1,870 | 2.3 | 1,870 | 2.3 | 15 | 2.3 | | 2,120 | 2.6 | 2,120 | 2.6 | 18 |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 3,100 | 3.8 | 2,610 | 3.2 | 19 | 3.2 | | 2,850 | 3.5 | 2,530 | 3.1 | 17 |
| CBS IN THE NEWS-9.56AM | | 9.56- 9.59AM | 9.45 | 3,830 | 4.7 | 3,670 | 4.5 | 22 | 4.5 | | 4,650 | 5.7 | 4,320 | 5.3 | 26 |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 4,650 | 5.7 | 4,480 | 5.5 | 24 | 5.5 | | 5,300 | 6.5 | 5,130 | 6.3 | 29 |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 5,220 | 6.4 | 4,810 | 5.9 | 25 | 5.9 | | 5,380 | 6.6 | 4,970 | 6.1 | 26 |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 3,340 | 4.1 | 3,100 | 3.8 | 16 | 3.8 | | 3,670 | 4.5 | 3,340 | 4.1 | 17 |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 3,180 | 3.9 | 2,770 | 3.4 | 14 | 3.4 | | 3,100 | 3.8 | 2,690 | 3.3 | 14 |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 3,670 | 4.5 | 3,500 | 4.3 | 18 | 4.3 | | 3,910 | 4.8 | 3,500 | 4.3 | 18 |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 3,260 | 4.0 | 2,850 | 3.5 | 14 | 3.5 | | 3,500 | 4.3 | 3,020 | 3.7 | 14 |

| | | | | | | | | | | | | | | | |
|------------------------------------|---|---------------|----------------|-------|-----|-------|-----|----|-----|-----|-------|------|-------|-----|-----|
| NBC BETCHA DON'T KNOW-8:28AM | | 8.28- 8.30AM | 8.15 | 3,100 | 3.8 | 3,020 | 3.7 | 36 | 3.7 | | 2,360 | 2.9 | 2,280 | 2.8 | 26 |
| NBC BETCHA DON'T KNOW-9:28AM | | 9.28- 9.30AM | 9.15 | 5,300 | 6.5 | 5,130 | 6.3 | 39 | 6.3 | | 5,950 | 7.3 | 5,790 | 7.1 | 40 |
| NBC BETCHA DON'T KNOW-10:28AM | | 10.28-10.30AM | 10.15 | 3,990 | 4.9 | 3,910 | 4.8 | 23 | 4.8 | | 3,750 | 4.6 | 3,750 | 4.6 | 22 |
| NBC BETCHA DON'T KNOW-11:58AM | | 11.58-12.00NN | 11.45 | 3,180 | 3.9 | 3,020 | 3.7 | 16 | 3.7 | | 3,260 | 4.0 | 3,100 | 3.8 | 16 |
| NBC BETCHA DON'T KNOW-12:28PM | | 12.28-12.30PM | 12.15 | 2,850 | 3.5 | 2,610 | 3.2 | 13 | 3.2 | | 2,930 | 3.6 | 2,930 | 3.6 | 15 |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 2.00- 2.17PM | -GRID 2.15 | 4,730 | 5.8 | 4,320 | 5.3 | 21 | | 6.1 | | | | | |
| NBC NBC BASEBALL FILL(SUS) | 2 | 5.19- 5.30PM | 5.15 | | | | | | | | | | | | |
| DAY SUNDAY | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 2 | 10.30-11.02AM | -GRID 11.00 | | | | | | | | 1,630 | 2.0 | 1,140 | 1.4 | 7 |
| ABC DEAR ALEX & ANNIE-11.25AM | | 11.25-11.29AM | 11.15 | 1,960 | 2.4 | 1,790 | 2.2 | 10 | 2.2 | | | | | | 1.7 |
| CBS CBS NEWS SPECIAL RPT. SUN(SUS) | 1 | 8.05- 8.07AM | 8.00 | | | | | | | | 2,200 | 2.7 | 1,960 | 2.4 | 11 |
| CBS MIGHTY MOUSE/HECKLE-JECKI(SUS) | 1 | 8.00- 8.30AM | 8.00 | | | | | | | | | | | | 2.4 |
| CBS IN THE NEWS-8.26AM-SUN(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | |
| CBS DRAG PACK(SUS) | 1 | 8.30- 9.00AM | 8.30 | | | | | | | | | | | | |
| CBS IN THE NEWS-8.56AM-SUN(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | |
| CBS CANADIAN OPEN GOLF-SUN(S) | 1 | 2.00- 4.03PM | -GRID 4.00 | 6,680 | 8.2 | 3,500 | 4.3 | 14 | | 4.6 | | | | | |
| CBS US CLAY COURT TENNIS-SUN(S) | 2 | 2.00- 5.13PM | -GRID 5.00 | | | | | | | | 9,130 | 11.2 | 2,930 | 3.6 | 12 |
| | | | | | | | | | | | | | | | 4.7 |